MARCH 1, 1948 PRICE 20 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

TELECASTING

1/12th of 1 cent per impact per week..

have we gone suddenly mad?

NO, WE HAVE not gone mad. We have merely gone into some close figuring for you. For 1/12th of 1 cent per impact per week is all one advertiser paid to tell his selling story over WOR. Hitting 422,755 homes with radios in a week . . .

Pretty amazing, isn't it? But it's the sort of thing we do all the time. Pennies, and fractions of pennies, pay off handsomely at WOR. Not to mention that WOR can be heard by 34,057,161 people in 18 states. Our sales executives would be happy to show you how WOR can sell YOUR product without asking you to shell out six figures to do it. In fact, we're doing jobs at two and three figures!

1440 Broadway, New York

WOR

mutual

JOSEPH K. BURRIN
Pharmacist
Covington, Ind., says . . .

"They ask for brands they hear on the radio"

Joseph K. Burrin, a graduate last June from Purdue University, bought his own drug store in September at Covington, Indiana.

He's a strong believer in advertising. Burrin's Pharmacy advertisements appear regularly in the local weekly paper and on the local theatre screen. Although he does not have opportunity to use radio advertising, he knows it works. "When the cold remedies started to move in the fall," he reports, "I noticed it's the brands they hear about on the radio that people ask for."

Mr. Burrin's reaction to radio is typical of most small-town merchants in the WLS area. And radio in Fountain County means WLS—for WLS has the highest BMB in the county, 88% day and 91% night. In 1946, WLS received 4,172 letters from the county's 4,530 radio homes—92% response! Here's ample proof of listener confidence in WLS—confidence built up in 24 years by giving listeners the kind of service they need, entertainment they want.

Covington, 145 miles south of Chicago, is the Fountain county seat. This county is an important market. Total population is 18,299, with 79.5% rural. Retail sales in 1946 were 12⅓ million dollars, over 3 million of it in food sales alone!

This important county is only a small part of the market intensively covered by WLS. In Covington and Fountain County, as in many other Midwest communities, WLS is the leading radio station—most listeners, most influence . . . and the merchants know it! For further details about WLS—its audience, its market, its results—ask any John Blair man.

890 Kilocycles
50,000 Watts
ABC Affiliate

Represented by
JOHN BLAIR & CO.

WLS
CHICAGO 7

The PRAIRIE FARMER STATION
BURRIDGE D. BUTLER, President
GLENN SNYDER, Manager

AFFILIATED IN MANAGEMENT WITH THE ARIZONA NETWORK: KOY, PHOENIX . . . KTUC, TUCSON . . . KSUN, BISBEE-LOWELL-DOUGLAS

It's a Shot in the dark

TO BUY TIME IN IOWA
UNLESS YOU HAVE SEEN THE
LATEST "CONLAN SURVEY"
ON NORTHEAST IOWA!

KXEL has CHANGED LISTENING HABITS IN IOWA

Compare

THESE NOON-TIME
QUARTER-HOUR RATES*

KXEL (50,000 Watts)
$52.00

Station A—Cedar Rapids
(5,000 Watts CBS) $56.00

Station B—Des Moines
(50,000 Watts NBC) $140.00

*You may check Standard Rate & Data Service

Exhaustive Conlan Survey embracing 14,083 telephone calls, shows KXEL holds the lion's share of listeners in Northeastern Iowa . . . as high as 52.4%.

KXEL Farm Programs have won 3 nationally recognized firsts in less than one year . . . proof that the quality of KXEL programming is of highest calibre.

KXEL — which blankets northeast Iowa, the state's richest area — sells this vast audience at LESS cost per listener than any other radio station. For example, Stations A and B cost $4 and $88 MORE per quarter hour (12:00 Noon to 1:00 p. m.), as indicated; YET in this farm period, these stations have 59.5 percent and 5.1 percent LESS audience throughout the entire area surveyed by Conlan than does KXEL. This survey extended as far as 89 airline miles from KXEL's transmitter.

The total "KXEL Rural City" area** has 79% of the buying income and 80% of the radio families of Iowa.

Don't shoot in the dark! Get the complete facts on KXEL's Great Listening Audience. Write Josh Higgins Broadcasting Company, Waterloo, or contact your nearest Avery-Knodel representative.

**KXEL's .5 mv area

50,000 WATTS **KXEL** 50,000 WATTS

JOSH HIGGINS BROADCASTING COMPANY • WATERLOO, IOWA

Represented by Avery-Knodel, Inc.

COVERING THE GREAT
"KXEL RURAL CITY"

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING... at deadline

Closed Circuit

WITHIN fortnight there'll be sensational expose of Communistic infiltration of American industry, in which radio will figure importantly. Labor union activities relating to radio will be underscored.

J. M. MATHES Inc., New York, buying two-week spot announcement schedule for Fred Fear & Co., New York (Easter-egg colors), in 20 major markets effective two weeks preceding Easter, March 28. Campaign includes three spots weekly on each station.

ABRUPT CESSATION of broadcasts from high-power Mexican stations of diatribes (at commercial rates) of Upton Close, as well as divers preachers who were barred from U.S. air, just didn't happen. President Truman and President Aleman are close friends. Besides, Mexico's radio law banning religion on air is broad enough to cover any kind of commentary.

FM ASSN. convention, originally scheduled for Sept. 27-28 Chicago, will be extended to include 29th. Additional features include tour of Chicago set manufacturers' plants.

DEMONSTRATION of way editorializing by stations might be handled will be presented to FCC when it opens hearings on Mayflower decision today (Monday). CBS has recorded experiments in editorializing, balanced by "letters to editor" for opposing viewpoints, and will put on recordings as part of its case.

THAT JERRY BRANDT movie epic "Magic In The Air" in works nearly two years hasn't been discarded. William B. Ryan, v-p of KFI Los Angeles, has reported to NAB Board that Producer Brandt plans summer shooting and fall release through Columbia Artists as Class A production running in excess of two million.

FIRST-HAND STORY of development of network radio to be unfolded soon in series in national weekly from pen of M. H. Aylesworth, first president of NBC, who put world's first network together. He's also largely responsible for New York Radio City.

CONCERTED move to have automobiles radio-equipped on standard rather than optional accessory basis has developed. Broadcasters identified with automotive field pushing hard.

ZENITH Board considering plan to license free broadcasters, producers and telephone company, on behalf of its Phone-Vision. Details undisclosed. Licensing of certain manufacturers desirous of producing TV receivers stymied thus far by rate considerations "not yet set." Simultaneously Zenith's president, Comdr. E. F. McDonald, announces first output of receivers on market will be available "some time this fall."

CLEAR-CHANNEL advocates claim 50-kw power limitation bill introduced by Sen. John-

(*Continued on page 86*)

Upcoming

March 1: FCC Hearing on right of stations to editorialize, FCC Hdqrs., Washington.

March 5: Third Annual Michigan Radio Conference, Michigan State College, East Lansing, Mich.

March 5-6: FMA Board of Directors, Statler Hotel, Washington.

March 8-11: Canadian Assn. of Broadcasters annual meeting, Chateau Frontenac, Quebec.

(Other Upcomings on page 82)

Bulletins

KEY EXECUTIVES of CBS affiliated stations invited to CBS's first nationwide video clinic in New York, March 31. Frank Stanton, network president, to open meeting. Clinic confined to "single day of intensive sessions," but CBS video executives to be available for discussion with station men on succeeding days.

KCPR San Francisco, television station to be built by Chronicle Publishing Co., *San Francisco Chronicle*, KRON(FM), will be NBC video affiliate when it begins operations, probably in early 1949.

PARAMOUNT POSTPONEMENT

FCC hearing regarding Paramount Pictures' interests in group of television grantees and applicants, including Allen B. DuMont Labs., postponed Friday from March 1 to May 10. Hearings in respective cities with other applicants set for interim.

FCC ASKS NETWORKS FOR FM DUPLICATION POLICIES

SPECIFIC DATA on networks' policies on AM-FM duplication sought by FCC in letters released Friday as sent to NBC, CBS, ABC, and Mutual.

In connection with pending petition of FM Assn. for rules to outlaw affiliation contracts that prevent duplication of network programs over affiliates' AM and FM facilities [BROADCASTING, Nov. 3], Commission asked:

May AM affiliates broadcast the AM network programs simultaneously over the affiliates' FM facilities? If affiliates broadcast some of the AM network programs over the FM station, are they required to carry over the FM station all network programs which they carry over the AM station? May non-affiliated FM stations in communities where there are now no AM affiliates carry your network programs? In communities where your regular affiliate does not carry the network programs on FM, may another non-affiliated FM station carry these programs?

Networks, in earlier replies, had indicated they saw no need for FMA-sponsored rule, that they were willing to permit duplication but were unable to do so because of contracts with American Federation of Musicians [BROADCASTING, Dec. 15, Jan. 12]. Since then, FCC noted in new letter, AFM ban has been lifted. Networks' answers to specific questions, Commission explained, are needed so FCC will have "complete information" for its consideration of FMA petition.

Business Briefly

DODGER BROADCASTS ● P. Lorillard (Old Gold cigarets) and General Foods (P Cereal Division) will jointly sponsor Brookl Dodger baseball on WHN New York. Lenn & Mitchell is Old Gold agency. Young & Ru cam handles General Foods account.

MILES LABS. RENEWS ● Miles Labs. In Elkhart, Ind. (Alka-Seltzer), March 29 renew for 52 weeks *News of the World* on NBC (1 stations, Mon.-Wed.-Fri.; 116 stations, Tues Thurs., 7:15 and 7:30 p.m. and West Coast st tions 10:30.) Program available on co-op bas elsewhere. Agency, Wade Adv., Chicago.

QUIZ SHOW RENEWED ● Mars Inc., Ch cago (candy), March 29 renews for 52 week *Dr. I. Q.* on 128 NBC stations, Mon., 8:30- p.m. (CST). Lew Valentine, original Dr. I. Q. has returned as quizmaster. Agency, Gra Adv., Chicago.

TONI CO. SEGMENT ● Toni Co. (Hom Permanent Wave) March 29 renews for 1 weeks last-quarter segment of *Ladies Be See* on ABC, Mon.-Fri., 2-2:30 pm.. (CST Agency, Foote, Cone & Belding, Chicago.

WGN-TV PLANS MERCHANDISING CAMPAIGN

FORMAL opening April 4 of WGN-TV, *Chicago Tribune* video outlet, will be launche concurrent with huge cooperative merchandis ing program. Using special *Tribune* TV section that day as springboard, TV manufac turers, distributors and more than 500 city an suburban radio and appliance firms will unit April 5 in all-out drive toward mass receive distribution.

Highlight will be opening of two-week Chicagoland television open house. Drive will b preceded by manufacturers' meeting March 1 in WGN studio theatre, followed by manufac turer-distributor-retailer open-house rall March 23 at Sheraton Hotel.

RISING LABOR COSTS CALLED MAIN STATION PROBLEM

WITH rising labor costs raising "break-eve point" for nearly every station, manageme must devote primary attention to employme Richard P. Doherty, NAB Employe-Employe Relations Dept. director, told Louisiana-Mi sissippi State Assns. in joint New Orlea meeting Friday.

More efficient use of employes is necessar he said, adding that with growing number stations competition for local advertising d lar is becoming keener.

TINTEX CAMPAIGN BEGUN

PARK & TILFORD, New York (Tinte started 10 to 13 week spring campaign Mar 1 on 200 stations using spot announcement participation shows and five-minute program through Charles M. Storm, New York agenc

Selling Cows or Constellations?

Whether you sell to farmers or city dwellers — you can reach 'em both on KCMO. KCMO has the power — 50,000 watts* non-directional. KCMO is programmed to reach both audiences. And KCMO has the coverage — with 213 of the richest counties in Mid-America inside the KCMO measured ½ millivolt contour (mail response from 374 counties in six Mid-America states, plus 18 other states, indicates listeners far beyond this area). Center your selling on Kansas City's most powerful station.

50,000 WATTS DAYTIME *Non-Directional
. . . 10,000 WATTS NIGHT — 810 kc

One Does It - in Mid-America!

One station
One set of call letters
One spot on the dial
One rate card

KCMO

KANSAS CITY, MISSOURI
Basic ABC Station FOR MID-AMERICA
National Representative . . . John E. Pearson Co.

Local BUY Makes Good for Sponsors on 293 Stations – How About You?

The usual story is that of "local boy making good in big city." Here's a man—a famed news commentator—who reverses the process. His program originates in a big city (Washington, news capital of the world) and has been making good in 293 cities and towns, large and small, for *his local sponsors.*

Fulton Lewis Jr.'s program is the original "co-op"—a network show carried locally by Mutual stations and sponsored by (or available for sponsorship by) local advertisers—at low pro-rated talent cost and low local time cost.

These local merchants favor the idea of reaching a ready-made, loyal audience with money to spend. Perhaps you have (or are) a client with a limited budget and want to make the most of it. Check your local Mutual station; see if it *isn't* one of the 293 MBS stations upon which Fulton Lewis Jr. is already sponsored. Or get in touch with the ***Co-operative Program Department,* Mutual Broadcasting System,** 1440 Broadway, NYC 18 (Tribune Tower, Chicago 11).

BROADCASTING
TELECASTING

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At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

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WINFIELD R. LEVI, *Manager*

Betty Beckanstin.

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Bruce Robertson, *Senior Associate Editor.*

ADVERTISING: S. J. Paul, *Advertising Director.* Martin Davidson.

CHICAGO BUREAU

360 N. Michigan Ave., Zone 1. *CENtral* 4115
William L. Thompson, *Manager;* John Osbon.

HOLLYWOOD BUREAU

6000 Sunset Boulevard, Zone 28. *HEmpstead* 811
David Glickman, *West Coast Manager;* Ralph G. Tuchman, *Hollywood News Editor,* Ann August.

TORONTO BUREAU

417 Harbour Commission Bldg. *ELgin* 0775
James Montagnes, *Manager.*

BROADCASTING • Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING •—The News Magazine of the Fifth Estate. Broadcast Advertising • was acquired in 1932 and Broadcast Reporter in 1933.

• Reg. U. S. Pat. Office

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SUBSCRIPTION PRICE: $7.00 PER YEAR, 20c PER COPY

Pick the local station for a local haul!

WNAC — Boston, Mass.
WFAU — Augusta, Me.
WJOR — Bangor, Me.
WICC — Bridgeport, Ct.
WKXL — Concord, N. H.
WSAR — Fall River, Mass.
WEIM — Fitchburg-Leominster, Mass.
WHAI — Greenfield, Mass.
WONS — Hartford, Ct.
WHYN — Holyoke, Mass.
WLNH — Laconia, N. H.
WCOU — Lewiston - Auburn, Me.
WLLH — Lowell - Lawrence, Mass.
WKBR — Manchester, N. H.
WNLC — New London, Ct.
WBRK — Pittsfield, Mass.
WMTW — Portland, Me.
WHEB — Portsmouth-Dover, N. H.
WEAN — Providence, R. I.
WSYB — Rutland, Vt.
WWCO — Waterbury, Ct.
WDEV — Waterbury, Vt.
WAAB — Worcester, Mass.

There is a Yankee home-town station wherever you want to go in New England — wherever you need to apply selling impact to build and support distribution.

Each station has local acceptance in its area, is an integral part of local enterprise — furnishes its listeners with a complete range of entertainment and information, including its local features, Yankee Network programs and coast to coast programs.

You can buy any individual station, any group, or the whole network of 23 stations. You name your shots, get positive local impact exactly where it will be most effective. It is your most flexible radio medium for partial or overall coverage of the New England market.

"This is The Yankee Network"

Member Mutual Broadcasting System

Smart advertisers k
the only way in
can employ the
with maximum
to use SPOT R

Represented by Edward Petry and Co., In York

know that

which they

Medium of Radio

efficiency is

TRADIO

SPOT RADIO LIST		
WSB	Atlanta	NBC
WBAL	Baltimore	NBC
WNAC	Boston	MBS
WICC	Bridgeport	MBS
WBEN	Buffalo	NBC
WGAR	Cleveland	CBS
WFAA	Dallas, Ft. Worth	NBC, ABC
WJR	Detroit	CBS
KARM	Fresno	CBS
WONS	Hartford	MBS
KPOA	Honolulu	T. H.
KPRC	Houston	NBC
WDAF	Kansas City	NBC
KFOR	Lincoln	ABC
KARK	Little Rock	NBC
KFI	Los Angeles	NBC
WHAS	Louisville	CBS
WLLH	Lowell-Lawrence	MBS
WTMJ	Milwaukee	NBC
KSTP	Mpls.-St. Paul	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
KOIL	Omaha	ABC
WIP	Philadelphia	MBS
WMTW	Portland, Me.	MBS
KGW	Portland, Ore.	NBC
WEAN	Providence	MBS
WRNL	Richmond	ABC
WOAI	San Antonio	NBC
KQW	San Francisco	CBS
KOMO	Seattle	NBC
KTBS	Shreveport	NBC
KGA	Spokane	ABC
WMAS	Springfield	CBS
WAGE	Syracuse	ABC
KVOO	Tulsa	NBC
WSAU	Wausau, Wisc.	CBS
WWVA	Wheeling	CBS
KFH	Wichita	CBS
WAAB	Worcester	MBS

THE YANKEE AND TEXAS QUALITY NETWORKS

TELEVISION
MILWAUKEE — WTMJ-TV

EDWARD PETRY AND CO. INC.

York • Chicago • Los Angeles • Detroit • St. Louis • San Francisco • Atlanta • Boston

WMBD
dominates
PEORIAREA

In
MERCHANDISING
AND PROMOTION

Advertisers get BONUS SERVICE from WMBD. Top rate promotion and merchandising such as Dealer Letters . . . Signs and Displays . . . Merchandising Publication . . . Personal Contacts . . . Newspaper Ads and Promotion . . . help sell programs AND PRODUCTS.

"*Outstanding skill and ingenuity*" is the way Kroger terms it. Here's the story as it appeared in BROADCASTING, December 22 issue:

3 Stations Win Plaques For Promotion Activity

THREE Midwestern stations, WBOW Terre Haute, Ind., WCHS Charleston, W. Va., and WMBD Peoria, Ill., have been awarded plaques for "outstanding skill and ingenuity" in exploiting the day time serial, *Linda's First Love.*

The Kroger Co., Cincinnati, promoted the contest in conjunction with its current advertising campaign, and all 27 stations carrying

REMEMBER—WMBD has a bigger share of the audience than all other Peoria stations combined! (Hooper Station Listening Index, Nov.-Dec., 1947).

AM WMBD FM
PEORIA
CBS Affiliate • 5000 Watts
Free & Peters, Inc., Nat'l. Reps.

Feature of the Week

Ready to set a new traffic safety record are (l to r): Messrs. Storm, Munkhof, Stevens, Hassett, McCuen, Miller.

* * *

COMPETITION has joined hands as two cities and their radio stations promote a campaign to improve the traffic safety records of both cities. The cities are Des Moines and Omaha, the stations KRNT and WOW, respectively.

The two cities will engage in a year-long competition for the best safety record, as a result of the challenge issued by Des Moines' Mayor John MacVicar and accepted by Omaha's Mayor Charles W. Leeman.

Rules governing the contest were decided upon at a two-day meeting held in Des Moines and attended by: Bob Stevens, of the Omaha Safety Council; Robert Hassett, Des Moines traffic engineer; Charles McCuen, KRNT news editor; Charles Miller, KRNT program director; Soren Munkof, WOW news manager; Harold Storm, WOW publicity director.

KRNT and WOW will provide the trophy and cooperate in promoting the contest in their respective cities.

The contest will be based on a population rate with the percentage figured on the number of deaths per hundred thousand of population, according to the U.S. 1940 census figures. The contest will close at midnight Dec. 31, 1948.

On All Accounts

THERE is the same difference between time-contract renewals in 1948 and in 1930 as there is between Model T Fords and 1948 Cadillacs. At least, such is the paraphrased observation of Frederick G. Harm, commercial manager of WJJD Chicago.

Fred broke into the radio sales field in 1930. At that time, he recalls, an advertiser contracted for time on a week-to-week basis, unconvinced after the short trial that the medium could sell his product. The advertiser was hard to hold, and his interest was spasmodic.

Today, by contrast, Fred points out, the industry's advertisers, large and small, national and local, need not be reminded of radio's multi-million dollar effectiveness.

Fred got his start as a radio salesman with WIBO (an old Chicago station which occupied the top of the dial) and from there moved to WCFL Chicago in similar capacity. He spent two years with WCFL before accepting the advertising manager's post at the Kremola Co., Chicago, in 1933.

In 1936, to satisfy a desire to get back into radio sales exclusively, Fred accepted an offer from WJJD, Marshall Field's Chicago station. Four years ago WJJD appointed Fred sales manager in charge of its national and local sales. The station has had the lowest sales cost and highest sales volume in its history under his sales direction.

WJJD accounts in which Fred has had an active part include: Old Gold cigarettes (for P. Lorillard Co., which uses both national network and spot), Illinois Central System, Nu-Enamel, Libby Furniture Stores (heavy users of local radio), Community Builders, RKO Pictures, and others.

FRED

Born in Chicago on June 13, 1911, Fred was graduated from Lane Tech High School and later attended Northwestern U., where he majored in journalism. He has been married for 13 years, has a son, Duane (nine), and daughter, Demares (four and a half), and lives in Northbrook a Chicago suburb. He holds membership in both the Chicago Radio Management Club and the Radio Executives Club of New York.

While Fred's spare time is devoted mostly to "odd jobs" around his new home in Northbrook, he still finds time for fishing, skating and an occasional golf game, usually with clients.

STEINMAN STATIONS

NBC AFFILIATES

WKBO HARRISBURG, PA. Est. 1922
WRAW READING, PA. Est. 1922
WORK YORK, PA. Est. 1932
WEST EASTON, PA. Est. 1936
WGAL LANCASTER, PA. Est. 1922

5 STATIONS ... Sound Sales Buys

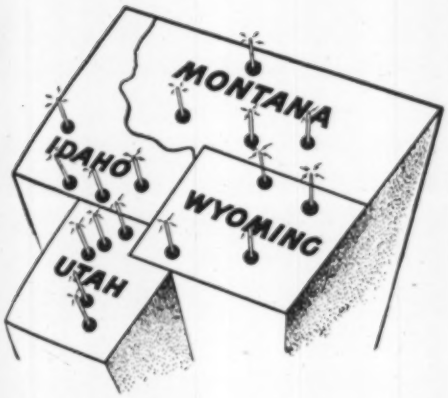
Represented by
ROBERT MEEKER ASSOCIATES
NEW YORK • CHICAGO
SAN FRANCISCO • LOS ANGELES

One of a series. Facts on radio listening in the Intermountain West

KID SHOWS RATING 2⅔ TIMES GREATER

outside of Salt Lake City

. . . . and the Intermountain Network delivers 53.6% of the sets in use



The Winter, 1947 Hooper reveals that during the "Kid Hour", 5 to 6 p.m., virtually a third more sets are in use in the 13 Intermountain Network cities **outside** of Salt Lake City—with Intermountain Network stations delivering 53.6% of the audience—a Hooperating of 16.5.

17 HOME TOWN MARKETS COMPRISE THE NEW INTERMOUNTAIN NETWORK

UTAH
KALL, Salt Lake City
KLO, Ogden
KOVO, Provo
KOAL, Price
KVNU, Logan

IDAHO
KFXD, Boise-Nampa
KFXD-FM, Boise-Nampa
KVMV, Twin Falls
KEYY, Pocatello
KID, Idaho Falls

WYOMING
KVRS, Rock Springs
KDFN, Casper
KWYO, Sheridan
KPOW, Powell

MONTANA
KBMY, Billings
KRJF, Miles City
KMFR, Great Falls *
KYES, Butte *

KALL
of Salt Lake City
Key Station
of the
Intermountain
Network
and its
MBS Affiliates

*Under Construction

STATION HOOPERATINGS
Monday thru Friday—Winter, 1947

Time	Sets In Use	INTER-MOUNTAIN NETWORK Rating	A Network Rating	B Network Rating	C Network Rating	All Others Rating
		13 Intermountain Network Cities* (outside of Salt Lake City)				
5:00-6:00 p.m.	30.7	**16.5**	3.4	1.9	8.9	less than 0.1
		Salt Lake City				
5:00-6:00 p.m.	23.2	**6.3**	3.3	4.8	6.2	2.6

*Comprised of the following 13 cities: Billings, Montana; Casper, Wyoming; Idaho Falls, Idaho; Logan, Utah; Miles City, Montana; Nampa-Caldwell, Idaho; Ogden, Utah; Powell, Wyoming; Price, Utah; Provo, Utah; Rock Springs, Wyoming; Sheridan, Wyoming; and Twin Falls, Idaho.

NOTE THIS! Retail sales in the home counties in which the above 13 cities are located total $328,218,000 compared to $218,650,000 for Salt Lake County. In other words, retail sales of these 13 counties are once and one-half again the Salt Lake County sales. And you cover all 14 counties—plus a total market of three-quarter billion dollars in retail sales—when you buy Intermountain.

THE INTERMOUNTAIN NETWORK Inc.

MUTUAL

Concentrated Coverage where the people live

Avery-Knodel, Inc. National Representatives

New York — Chicago — Los Angeles — San Francisco — Atlanta

how would you like a TOP-NOTCH KIDS' SHOW in NORFOLK?

During the last few years, personal appearance "kid shows" have gone great guns on the networks, and lots of people think they're a new idea. Not so! For example, the Joe Brown Radio Gang has been a big local radio attraction *for eleven years!*

Aired from 10 to 11 a.m. every Saturday by Norfolk's WGH (from the stage of the big Loew's Theatre) the Joe Brown Radio Gang draws a live audience of several hundreds for every performance. And the *radio* audience is *tremendous!* On a contest staged just before Christmas, the Gang pulled bread wrappers and bottle caps by the *hundreds of thousands*—swamped WGH so thoroughly that the station didn't even try to count 'em!

Every one of the top-flight stations at the right has *local* programs that "pull their heads off" for users of spot-broadcasting *(Bull's-Eye Radio)*. Costs are low, results are high. Tell us what markets you'd like, and we'll build a list of recommendations for you. Say when!

EXCLUSIVE REPRESENTATIVES:	
ALBUQUERQUE	KOB
BEAUMONT	KFDM
BOISE	KDSH
BUFFALO	WGR
CHARLESTON, S. C.	WCSC
COLUMBIA, S. C.	WIS
CORPUS CHRISTI	KRIS
DAVENPORT	WOC
DES MOINES	WHO
DENVER	KVOD
DULUTH	WDSM
FARGO	WDAY
FT. WORTH-DALLAS	WBAP
HONOLULU-HILO	KGMB-KHBC
HOUSTON	KXYZ
INDIANAPOLIS	WISH
KANSAS CITY	KMBC-KFRM
LOUISVILLE	WAVE
MILWAUKEE	WMAW
MINNEAPOLIS-ST PAUL	WTCN
NEW YORK	WMCA
NORFOLK	WGH
OMAHA	KFAB
PEORIA-TUSCOLA	WMBD-WDZ
PORTLAND, ORE.	KEX
RALEIGH	WPTF
ROANOKE	WDBJ
SAN DIEGO	KSDO
ST. LOUIS	KSD
SEATTLE	KIRO
SYRACUSE	WFBL
TERRE HAUTE	WTHI
TELEVISION:	
ST. LOUIS	KSD-TV

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BROADCASTING
TELECASTING

Vol. 34, No. 9 — WASHINGTON, D. C., MARCH 1, 1948 — $7.00 A YEAR—20c A COPY

TIME MEASURE

Reed: Uniform DST Bill
Johnson: 50 kw Limit

CLEARS BLASTED

By ED KEYS

FACTIONS advocating every conceivable time system have drawn their battle lines and a full-scale "Battle of the Clocks" is expected to flare up on Capitol Hill at any moment since the war was officially declared with the introduction of a bill Feb. 26 to provide uniform daylight time in the United States.

Broadcasters' and advertisers' unwavering attention to proceedings is a certainty, for the annual clock orgy remains perennial trouble-maker in the radio industry.

Sen. Clyde M. Reed (R-Kans.) insured a brilliant display of legislative pyrotechnics last week when he threw a bill, S-2226, which would provide uniform daylight time, into a hopper already sizzling with measures reflecting opposing views. Washington observers believe that, stirred well, the ingredients will be highly explosive.

Sen. Overton's Bill

Already in the barrel is a bill, S-2041, by Sen. John H. Overton (D-La.), which would proclaim uniform standard time. This measure has been referred to the Senate Interstate and Foreign Commerce Committee and will soon be called for hearing at the request of the author. In addition to these bills another clock-adjustment measure has been introduced by Rep. Joseph O'Hara (R-Minn.) and it will be on the docket of the House Interstate and Foreign Commerce Committee, of which he is a member [BROADCASTING, Feb. 23].

Senator Reed's measure, introduced by request, provides that 2 a.m. on the last Sunday in April, each year, standard time of each zone would be advanced one hour, and at 2 a.m. the last Sunday in September of each year, it would be retarded one hour to the mean astronomical time of the longitudinal degree governing each zone.

Immediately following introduction of the Reed measure, the Senate Committee dispatched letters to the FCC, ICC and the NAB, among others, calling their attention to the measure and inviting them to appear at the upcoming hearings. The NAB was advised that owners or managers of stations, as well as NAB executives, could file appearances.

Sen. Reed acted following receipt of a communication from ICC dealing with the time change plight of the railroads, bus lines and other transportation operations under its jurisdiction.

The time-change shift which oc-

(*Continued on page 85*)

By RUFUS CRATER

ORDERS to hold up the long-awaited clear-channel decision were sent to FCC by the Senate Interstate & Foreign Commerce Committee late Friday, 24 hours after Sen. Edwin C. Johnson (D-Colo.), ranking miniority members, introduced a bill to break down clear channels and limit power to 50 kw.

On instruction of the committee, Acting Chairman Charles W. Tobey (R-N.H.) wrote FCC Chairman Wayne Coy instructing FCC to take no action on the clear-channel proceeding pending Congressional hearings on Sen. Johnson's measure (text of letter, page 86).

At Crucial Time

The bill (S-2231) was unveiled without notice at a time when FCC was attempting to fashion its decision by April 1 and certainly in time for the U.S. to meet the May 1 deadline for its proposals for NARBA.

Sen. Johnson told the Senate:

"Policy making is a prerogative of Congress. . . . . For the Congress to permit the Commission to decide the all-important questions of super-power and clear channels without a formal or informal expression of the views held by the Senate is nonfeasance. Such failure may result in the tail wagging the dog."

Introduction of Sen. Johnson's bill was reminiscent of the 1938 resolution successfully sponsored by then-Sen. Burton K. Wheeler (D-Mont.), which nipped clear-channel stations' hopes of higher power by opposing increases above 50 kw. But the Coloradan's measure goes further than the 1938 "sense of the Senate" resolution.

It would amend the Communications Act and, rather than merely put the Senate on record against powers above 50 kw, would ban higher power as a matter of law and eliminate the exclusivity of 1-A clear channels.

Quick Action

Text of the bill, which Sen. Johnson said he had not discussed with colleagues because the matter "was just brought to my attention today [Thursday] and I had to act quickly":

"Subsection (c) of Sec. 303 of the Communications Act of 1934, as amended, is amended by inserting before the semicolon at the

(*Continued on page 85*)

NAB BOARD

Code, Music, Convention Weighed at Hot Springs

By J. FRANK BEATTY

NAB'S STANDARDS of Practice, further refined by the Board of Directors last week, face final industry action at Los Angeles May 17-18 during the 1948 convention. Meantime they will be sent to the industry for review, with an open invitation soliciting ideas and criticism in anticipation of final approval in May and actual operation by late summer.

The board adopted a completely revised version of the code at its three-day meeting, held Tuesday through Thursday at the Homestead Hotel, Hot Springs, Va. Code consideration dominated the proceedings, with music, ASCAP, convention, other topics discussed.

Though it has power to adopt and enforce a code, the board again decided to give all interested persons every opportunity to submit suggestions and to express views. The board took the position that a workable code must have solid industry support and carefully laid its plans so that charges of railroading or stampeding would be avoided.

Most important single change was to revise the portion covering political broadcasts. The ban on dramatization in political programs was dropped and the whole subject deferred pending FCC action on the Port Huron proposed decision with its curtailing of station discretion. Political broadcasts must be clearly identified.

As temporarily written, the code suggests stations contact their counsel before acting on political broadcasts.

A new styling committee was named by the board to perfect language and technical composition of the code. Its members are President Justin Miller, Executive Vice President A. D. Willard Jr., and Program Director Harold Fair, with Judge Miller authorized to name additional members, if needed. The new version will be submitted to the industry a month before the May convention.

Other significant board actions:

- Voted to place NAB in International field in a big way to protect U. S. from foreign inroads threatening entire broadcast band.
- Granted funds to carry on NAB share of industry music committee activity.
- Granted convention committee power to draw up convention program.
- Approved 1949 convention in Chicago and took steps toward naming city as permanent convention site. (See separate story.)
- Cleared up confusion on technical eligibility of members for nomination of directors.
- Approved $200,000 industry

(*Continued on page 74*)

OTHER BOARD STORIES: $200,000 Promotion Drive, page 14; Chicago Convention Site in 1949, page 14; L. A. Engineer Session, page 77.

$200,000 PROMOTION

NAB Board Greenlights Industry Plan

FIRST joint radio promotion campaign, backed by a $200,000 budget and aiming at a quick 20% increase in time sales as well as long-range selling, got under way last week when the NAB Board of Directors gave the green light at its Hot Springs meeting. (Separate board roundup page 13.)

Designed to bring the "most under-promoted medium" into the advertising world with a film using brand-new techniques developed under guidance of the best brains in the industry, the project will take the form of a combination movie-booklet package beamed at all branches of American business, civic, social and educational life, and designed to be used by individual stations on their prospects in their communities as well as by the industry as a whole.

Following 10 months of preparation, the idea was submitted to the board last week by a three-man committee, appearing on behalf of stations, networks, representatives and other industry groups.

A swift production schedule has been set up, with actual work on the film portion slated for summer. Other work will proceed with equal speed, according to those in charge, culminating in a "smash" preview in New York before top-bracket business leaders followed by a series of similar presentations in cities and finally a long-range series of local showings in which portions of the overall package will be beamed to special groups and individual prospects.

With all in agreement at the Atlantic City convention last September on the need for a spectacular and solid-selling promotion, the project has been guided in its early stage by a subcommittee of the NAB Sales Managers Executive Committee. Working with SMEC Chairman Eugene S. Thomas, WOR New York, the subcommittee is headed by Gordon Gray, WIP Philadelphia. Other members are Odin S. Ramsland, KDAL Duluth; Arthur Hull Hayes, WCBS New York, and J. Robert Gulick, WGAL Lancaster, Pa.

Production details have been under direction of Victor M. Ratner, CBS vice president and director of advertising and sales promotion. Mr. Ratner is executive secretary of the joint Radio Presentation Committee, a merger of all industry groups participating in the plan. He is chairman of the production subcommittee. Lewis H. Avery, of Avery-Knodel, has been mentioned for chairmanship of the distribution subcommittee.

Mr. Ratner

United approval of the promotion idea was expressed by the Broadcast Advertising Clinic at Atlantic City in September. Last January the NAB Sales Managers Executive Committee and the NAB Small Market Stations Executive Committee voted endorsement of the project as now conceived.

Behind the idea is the conviction that broadcasting sorely needs intensive promotion at this time, with all industry groups working together, according to the project's supporters. They told their story at the board's Wednesday morning meeting, with Messrs. Thomas, Ratner and Gray laying out the details.

Basically, the promotion enterprise is designed to help each station sell itself in its own community and show its prospects how broadcasting has grown in stature as a public service and as a sales device. With hundreds of new stations taking the air, including television and FM, it is felt both business and the public should be shown that broadcasting is not a "crea puff advertising medium" and tha it is a vital part in the life every American.

Backers of the idea point ou that many important advertise

$200,000 NUT for the industry first promotion drive was give further impetus last week by th NAB Board. Hope is that rad will strike up its own band to tune similar to other media, som of whom already have hit the mi lion-dollar bracket for promotio funds.

and industrialists don't yet believ in this newest of media, having been reared in the white space pre broadcasting era. Criticism of ra dio programming and commercials warrants presentation of the broadcast story, it is felt. Finally, those directing the cooperative promotion contend that large segments of American business and industry are not yet within the radio fold and should be given an opportunity to learn the facts of broadcasting life.

The financing side of the project is well under way. Already three networks have raised $50,000, with belief expressed that all four networks will participate. Originally the networks had planned a promotion film of their own but they readily agreed to join an industry-wide undertaking.

With NAB board approval, a finance subcommittee will be named to raise another $50,000 in advance of the NAB Los Angeles convention. The National Assn. of Radio Station Representatives is scheduled to meet March 10 at

(Continued on page 77)

CHICAGO '49

NAB Convention City Chosen

CHICAGO was selected as scene of the 1949 NAB convention by the NAB board at its Hot Springs, Va., meeting last week. The date will be April 8-13.

This action was taken as the board considered a proposal to name the midwestern city as permanent site for the industry's annual meeting. Already steps have been taken to secure an option to hold the 1950 convention there.

Under this arrangement, the 1949 meeting will be held at the Stevens Hotel. The contract with Hilton Hotels Inc. will provide hotel space in both the Stevens and Palmer House, with the Stevens as headquarters.

The Waldorf Astoria in New York and the city's Convention and Visitors Bureau had submitted an offer but this was passed over by the board in favor of the more centrally located site.

The board accepted recommendations of its convention sites and planning committee in specifying Chicago as the 1949 site. At the same time it gave the committee complete control over the programming of future conventions.

A two-day top management con-

(Continued on page 77)

MAYFLOWER

Broadcasters Testify Today on Editorializing

ALL THE CONTROVERSY engendered by FCC's Mayflower Decision in the seven years of its existence is due to come to a head in hearings starting today (March 1) to determine whether its ban on editorializing by stations should be removed, relaxed, or kept.

It will be broadcasters' first opportunity to appear before the Commission and argue their views on a policy which has governed them since January 16, 1941.

The commission goes into the hearing with a file bulging with hundreds of communications for and against the Mayflower principle, aside from notices promising the personal appearance of some 60-odd witnesses (see list, page 84).

Although only one member who participated in the 1941 decision is still on the Commission, two of that earlier group — then Chairman James Lawrence Fly, and T. A. M. Craven—are slated to appear as witnesses in the review.

Five Day Schedule

The hearing, to be held before the Commission *en banc*, will run five days straight this week and then will be recessed, probably until some time in April. NAB, promised consideration as to the time for its own presentation, has asked to begin on April 15 "or on such other definite date during the month of April as the Commission may determine."

The communications which FCC has received since plans for the hearing were announced last September range from outright praise of the Mayflower edict to outright condemnation. A majority appear to favor editorializing by radio stations only on condition that other points of view be given equal opportunity of expression.

The subject of all the controversy came out of a 1939-40 fight between Yankee Network's WAAB, then at Boston, and the Mayflower Broadcasting Corp. Mayflower was seeking WAAB's facilities—1410 kc with 1 kw fulltime. The case went into hearing, which consumed some three weeks of testimony centering to a great extent on editorials which WAAB had broadcast in 1937 and 1938.

But FCC's proposed decision the case made no mention of editorials. It found Mayflower financially unqualified and held that renewal of WAAB's license "would serve public interest, convenience or necessity." The ban on editorializing by radio stations came eight months later, in the final decision.

Under the American system of broadcasting it is clear that responsibility for the conduct of a broadcast station must rest initially with the broadcaster. It is equally clear that with the limitations in frequencies inherent in the nature of radio, the public interest can never be served by a dedication of any broadcast facility to the support of his own partisan ends.

Radio can serve as an instrumen

(Continued on page 78)

AFM RETREAT

Talks Deferred

JAMES C. PETRILLO said last week that the AFM was "ready to come to any agreement" with record manufacturers providing union musicians were safeguarded "against mechancial competition."

A spokesamn for the Industry Music Committee immediately characterized the AFM president's statement as "not . . . a genuine offer to bargain," and another highly-placed source described it as "insincere."

In an article published under Mr. Petrillo's by-line in the *International Musicians*, the AFM Journal, the union chief said it was "not the desire of the musician to stop or prevent the use of his work." The musician, he said, "merely desires the means to regulate commercial exploitation of his work and to prevent the unjust enrichment of these commercial exploiters."

Wants Laws Changed

The Industry Music Committee spokesman interpreted this statement to mean that Mr. Petrillo was calling for "an amendment of Federal statutes, something which does not lie within the power of private parties."

Although avoiding direct reference to the copyright laws, Mr. Petrillo obviously was proposing a revision of them when he wrote that his present ban was directed not against the machine but against the uses to which it has been put.

He charged that "the industry and the technological progress are inexorably destroying both the art of music and the musician himself" and added:

Says Congress Fails

"This is particularly so because of the failure of the Congress of this country, and of the courts to regulate and restrict the commercial use of records in fields competitive with the performing musician."

Mr. Petrillo cited figures which he said indicated that "not even the cream of the profession, able to meet the most exacting musical standards, could exist by making records alone."

He alleged that in 1946 the total union scale pay for other than leaders in the entire record industry amounted to $1,635,751, "while the companies enjoyed gross retail sales of $165,000,000."

The industry spokesman said the figures were inaccurate. "Mr. Petrillo omits from the figures that he gives concerning employment by recording companies the large amounts which are paid to the band leaders who are members of his union."

Speaking of the recording royalty fund, outlawed by the Taft-Hartley Act, Mr. Petrillo said it was designed to keep musicians working despite the competition of disc jockeys and juke boxes. He said that $1,498,304 of the fund was spent last year in "free performances for veterans hospitals, juvenile delinquency programs, community concerts and similar matters of benefit to the public."

He repeated his past assertions that none of the money was paid to any officer of the AFM.

The industry spokesman pointed out that Mr. Petrillo had failed to state "that this money was collected on the theory that it would be used to aid the unemployed."

"In fact," said the spokesman, "it was distributed among the locals of the union, in ratio to the

(*Continued on page 85*)

WHO HIRES WHOM?

By RALPH TUCHMAN

WHEN is a contract not a contract? That was the question posed for Standard Radio Transcriptions Inc. In Hollywood last week.

Seeking to establish a foundation for a possible court case on the Petrillo ban against transcriptions, Gerald King, SRTI president, advised four musical aggregations of their contract obligations.

Similarly, Capitol Records was busy exploring its contract relationship with a few of its "name" record artists. Move is understood to have prime purpose of protecting the duration of the contract insofar as period of ban is operative.

While Standard's move is exploratory in the direction of a court ruling on the Taft-Hartley Act, Capitol's position primarily appears to be one of self protection. Regardless of motive, both drew refusals to comply with scheduled recording dates from their respective contract artists last week.

Standard asked Ike Carpenter's orchestra to appear Feb. 25. It failed to comply. Capitol reportedly asked Benny Goodman, Stan Kenton and Wesley Tuttle to comply with their record contracts and they likewise failed to show.

Standard's next move will not be known until the firm has obtained reactions of three other artists, Mischa Novy, Jimmy Zito and The Bachelors, scheduled to record.

Capitol's main concern is that its "name" recording artists are obligated to perform a certain number of sides within a period. As a result of the Petrillo limitations contracts may conclude with-

(*Continued on page 82*)

FORRESTAL PLAN

Charges of Censorship Denied

ACCEPTABILITY of the Forrestal Plan, advocating creation of an advisory body on voluntary peacetime radio and press censorship, is the vexing problem which will be thrown "right in the laps of the news media" at a conference of approximately 25 representatives of communications media at Washington, D. C., on March 3.

Capt. Robert Berry, assistant to Secretary of National Defense James V. Forrestal, told BROADCASTING Feb. 26 the so-called "secrecy seminar" has been scheduled for 11:30 a.m. Wednesday at the Sailors Conference Room in the Pentagon Bldg. Invitations have been extended to representatives of the information media—radio (including television), newspapers, magazines, motion pictures and newsreels.

Although the list of conferees was not made public, it is believed that it will comprise, in part, an advisory group of the American Newspaper Assn. and representatives of the Motion Picture Assn., NAB, and the four networks.

Consideration of the plan to set up a clearing house to advise media on the degree of secrecy contained in material on various national defense projects [BROADCASTING, Jan. 26] began early in January after Jack H. Lockhart, former assistant to Byron Price, wartime censorship head, came to Washington to examine the security situation. Mr. Lockhart now is assistant to the executive editor of the Scripps-Howard newspapers.

"We are going to throw the problem right in the laps of the news media," Capt. Berry declared. "I think if we didn't," he added, "we would be delinquent in our duties under the National Security Act of 1947."

Leveling an official scowl at the term "voluntary censorship" attached to the proposal by the press, Capt. Berry said that it was not "a negative censorship proposal but a positive program to afford the information media . . . guidance agency."

Capt. Berry said complaints had been received that information had

(*Continued on page 82*)

ATTENDING annual meeting of Broadcast Measurement Bureau board of directors in New York Feb. 20 (See story, page 83) as members or guests were:

Seated, l to r—Joseph M. Allen, Bristol-Myers Co.; Justin Miller, NAB; Roger Clipp, WFIL Philadelphia; Carlos Franco, Young & Rubicam; Leonard Bush, Compton Advertising; Hugh Terry; KLZ Denver; Robert Mason, WMRN Marion, Ohio; A. H. Caperton, Dr. Pepper Co.; Hugh Feltis, BMB; Lowry Crites, General Mills; E. P. H. James, MBS; J. Harold Ryan, Fort Industry; Linnea Nelson, J. Walter Thompson. Standing, l to r—D. E. Robinson, LaRoche & Ellis; John Churchill, BMB; Kenneth Baker, NAB; Laurence Casey, BMB Council; Frederic Gamble, AAAA; Melvin Brorby, Needham, Louis and Brorby; Paul West, ANA; Herald Beckjordan, AAAA; Thomas Brown, ANA, and Philip Frank, BMB.

Radio Newsreel

TECHNICAL DETAILS involved in the use of motion picture film for telecasting are explained by Jack H. Lieb of Kling Studios Inc., Chicago, to members of the Cincinnati Advertisers Club following his appearance before the club recently. Examining film (l to r): Ted Brown, Perry-Brown Inc.; William Senning, The Kroger Co.; Mr. Lieb; Herman Fast, station manager of WKRC Cincinnati, and Robert M. Sampson, general manager, WSAI Cincinnati.

DANGERS inherent in station operatings demonstrated by Dick Hogue, disc jockey on WRUN Utica, N. Y. Asked how work was progressing, he said "Frust-rate." WRUN will be 1150 kc 5 kw day, 1 kw night.

FINAL QUARTERLY meeting of 1947-48 board of directors of American Assn. of Advertising Agencies was held Feb. 17 in New York. Board members seated (l to r): Fairfax M. Cone, Foote, Cone & Belding; Vice Chairman Thomas D'A. Brophy, Kenyon & Eckhardt; Chairman J. C. Cornelius, Batten, Barton, Durstine & Osborn; Sigurd S. Larmon, Young & Rubicam; Secretary-Treasurer Clarence B. Goshorn, Benton & Bowles. Standing (l to r): George Link Jr., AAAA counsel; Melvin Brorby, Louis and Brorby; Leo Burnett, Leo Burnett Co. Inc.; Gordon E. Hyde, Federal Advertising Agency Inc.; Theodore L. Bates, Ted Bates Inc.; John P. Cunningham, Newell-Emmett Co.; Frederic R. Gamble, AAAA; Joseph T. Coenen, Alley & Richards; Lee E. Hood, Richard A. Foley, Advertising Agency; Henry M. Stevens, J. Walter Thompson Co.; A. W. Seiler, Cramer-Krasselt Co.; James H. S. Ellis, Kudner Agency.

CONGRATULATIONS extended to O. W. Fisher (r), president and general manager of KOMO Seattle by F. G. (Moon) Mullins, Ruthrauff and Ryan's Pacific Northwest regional office manager, following a tour of the new studios of the NBC affiliate, which were formally dedicated last month [BROADCASTING, Feb. 23].

ENGINEERS of three James M. Cox stations inspect RCA 5 kw TT-5A transmitter, a type purchased by stations in Miami, Fla., Atlanta, Ga., and Dayton, O. (l to r): E. L. Adams, WHIO Dayton; C. F. Daugherty, WSB Atlanta; P. G. Walters, RCA Atlanta office; M. C. Scott, WIOD Miami, Fla.; J. Leonard Reinsch, managing director, Cox stations; M. A. Trainer, manager, RCA Television Equipment Sales, and M. K. Toalson, WSB program director.

THEATRE TV

6-Point Plan Sought

AIMING at "a plan which will work to the mutual advantage of telecasters and theatre owners," James H. Nicholson, video committee chairman for Southern California Theatre Owners Assn., offered a six-point theatre television code to a meeting of SCTOA television committee and station and advertising agency representatives Feb. 24 at Ambassador Hotel, Los Angeles.

The code which, if agreed upon, would be presented to the 500 SCTOA members as the only legal, though perhaps temporary, method of theatre television. It provides that:

- Theatres shall present each program intact, so far as commercials go. If only a portion of any given program is presented, that portion shall contain the commercial, or at least one of several which might be scheduled.
- Theatres shall not increase their admissions over normal schedule at any time.
- Theatres are not to present a televised event as the sole program offering.
- Theatres presenting television shall announce that the following "television presentation is offered as an added service to our patrons. Television is a free public service and is presented here as such."
- All advertising in newspapers, billboards, etc. which refers to a specific program will include the call letters of the station and the name of the sponsor.
- Theatres shall present television to the best of their ability and make installations whose results will not reflect unsatisfactorily upon television as an entertainment medium.

The committee's aim, according to Mr. Nicholson, was not to establish a law as such but to encourage cooperation and common sense for mutual advantage. The problem of theatre television, he said, "should not be allowed to get out of control and become a public issue with resultant bad feeling on both sides."

Stating that many theatres have television sets in their lounges, he saw no objection to putting television where the "entire audience could see it at the same time." Patrons of the theatres are, after all, the same as paying patrons in bars and restaurants which offer television, he insisted. "Television," said Mr. Nicholson, "can conceivably offer our industry the greatest method of selling our product yet devised.

He observed that most stations are losing money and that sponsors are advertising without full benefit for every dollar spent. He said both stations and sponsors were seeking to promote the medium, speed set sales and increase the number of viewers, and added that he felt theatre video served a valid promotion aim.

Present at the meeting were representatives of Mutual, Don Lee, *Los Angeles Times*, KLAC Hollywood, KFI Los Angeles, N. W. Ayer and Son Inc., Allied Adv., Ward Wheelock Co., Sherman and Marquette, BBDO, Biow Co. and Ross, Gardner and White.

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For television personnel changes, programs, etc., see various notes departments in this issue.

TV LINK

Atlantic to Mississippi By Yearend Planned

PLANS of AT&T to provide video network facilities linking the Atlantic coast with the Mississippi before the end of the year were announced last week by Bartlett T. Miller, vice president in charge of the Long Lines Dept.

Part of the circuit, a 2,000-mile network extending from Buffalo to St. Louis, will be ready for service by early October, in time for use during the fall football season, the announcement said. Two-channel service, one in each direction, will connect Cleveland, Toledo, Chicago and St. Louis, while one channel will carry programs from this network to Buffalo.

AT&T's present eastern network between Boston and Washington will be augmented and extended before the political conventions begin in Philadelphia in June. Two additional channels will be added to the two presently serving between New York and Washington, making four video channels in all connecting those cities as well as Philadelphia and Baltimore. During the conventions, three of the channels can be set up to carry separate programs from Philadelphia to these cities, both north and south. A single-channel extension to Richmond will enable programs to be received there as well.

In December the new midwestern and eastern networks will be tied together by a coaxial cable connection between Philadelphia and Cleveland, which will then make possible the simultaneous broadcast of a television program in network cities from Boston to St. Louis.

"Our job is to furnish the public with all kinds of long distance communication, using wire, cable or radio—whichever will give the best, and most economical service." Mr. Miller stated.

Drawn for BROADCASTING by Sid Hix

VIDEO'S FUTURE

Mullen Warns Film Moguls to Take Look

CONTENDING that "the television market is worth a lot more than the world market," Frank E. Mullen, NBC executive vice president and general manager, advised a Hollywood news conference Feb. 25, that it was time for the motion picture industry "to take a good look."

His key points:

- Video is an asset rather than a threat to the producers or the movie theatre owners.
- KNBH, network's Hollywood outlet, would be commercially operative Sept. 1, with actual telecasting to start July 1.
- Confirmed shift of Sidney N. Strotz, Western division vice president to New York March 1 for several months "in preparation for opening of KNBH."
- Video will be "greatest advertising medium motion-picture industry ever had."
- Standard program unit likely to be 20 minutes long.
- Decried cost "bugaboo" applied to television, that cost is only relatively high with existing circulation.
- On appropriation of NBC television fare by theatre owners, "we'll sue" unless paid, contending that a property right exists.

Generally speaking he found it difficult to understand the "lack of initiative" on the part of the movie industry. Observing that his remarks were not intended to represent "needling," Mr. Mullen said that their box office fears were without foundation.

He likened their attitude to that of the press when radio came along. Historically he pointed to the fact that far from putting newspapers out of business that the nation's press is currently enjoying peak circulations of all times.

Assuming that all suitable film, currently in existence, were to be placed in the hands of the nation's video stations, Mr. Mullen said, "We could use every foot of film in about 30 days." Furthermore he expressed belief that most film fare intended for theatre showing would prove unsuited to television's needs.

He contended that currently only one American in 20 attends motion pictures and that many potential customers exist among the 19 who don't attend. In fact, he looked for video to "double" movie attendance. On creative side he felt television "ought to treble" opportunities for new names among writers, actors, directors, etc.

In line with the commercial op-

(*Continued on page 80*)

Atlantic Discovers

SPORTS RADIO SELLS

Oil and Gasoline

By HERMAN BRANDSCHAIN

LAST APRIL 21 a gathering unique in radio history took place in Philadelphia.

Top executives from 106 stations picked up the checks at a banquet to honor a sponsor—Atlantic Refining Co. Present to help the broadcasters pay tribute to the sponsor were coaches and sports celebrities with magic national names—Connie Mack, Honus Wagner and scores of others. They patted Atlantic Refining on the back, and did it publicly, for the proceedings were aired over a network of 65 stations.

It was an unusual triumph for Atlantic and its agency, N. W. Ayer & Son. A replica of the Rose Bowl trophy was given to Robert H. Colley, president of Atlantic, and a scroll to Harry A. Batten, president of Ayer's [BROADCASTING, April 28].

The cynical analyst might have pointed out that most of the 400 broadcasters and the sportsmen present had a direct or indirect financial benefit from Atlantic, so they were just engaging in a nice bit of apple polishing. Such an analysis would have been wrong.

An idea of what motivated the banquet givers was expressed in the tribute of U. S. Senator Francis Myers (D-Pa.), who termed the Atlantic broadcasts "radio in the public interest." Frank R. Smith, then general manager of WWSW Pittsburgh and chairman of the affair, also helped express the motivation by remarking: "This is the first time in radio history that broadcasters have ever recognized the influence of the sponsor by publicly acknowledging appreciation for excellence in programming."

The job that Atlantic has done for sports broadcasting can be reduced to bare facts and figures—which are pretty eloquent in themselves. In 12 years it has sponsored play-by-play accounts of 10,700 baseball games, 2,400 football games and several hundred basketball games and other sports events.

FREQUENT HUDDLES are necessary in the Atlantic Refining Co. sports program. Here is Harry A. Batten (l), president of N. W. Ayer & Son Inc., with Les Quailey (center), of the Ayer radio department, and Joseph R. Rollins, advertising manager of Atlantic Refining, who has been responsible for the company's sports broadcasts.

Atlantic has done more than perhaps any other single agency to take play-by-play accounts out of the "blue-sky" of fancy exaggeration. Its effort has been to raise play-by-play to expert analysis based on know-how.

In doing this, the company has enjoyed important financial gains. Its sports radio program has become a formula which backs up thousands of service stations and oil dealers all over its Eastern Seaboard market area. Sports radio has sold oil—lots of oil.

Radio for Goodwill

The selling has not been a dramatic run based on high pressure announcements. Radio has built something more than this for Atlantic. In the opinion of the Ayer agency, radio has helped build reputation and goodwill for Atlantic. The company has received through radio a warm feeling from local communities which know that their games, with their boys performing, are sponsored by the company. This has made customers feel kindly to the company's local dealers. In turn, it has made the dealers feel kindly toward the company. Atlantic regards its sports radio program as a valuable public relations force as well as an advertising medium.

ATLANTIC did not discover i radio formula all at once. T gether with the Ayer agency, did a lot of costly experimenti before finding the right combin tion.

Back in 1931, exploration radio possibilities for the oil co pany was begun. The explore were Joseph R. Rollins, advert ing manager of Atlantic, and W Wallace (Wally) Orr, vice pre dent of Ayer's and Atlantic a count executive. They were wi ing to try and test as they e plored.

Fortune magazine once d scribed the company as "ancie but spry." The way Atlanti jumped around in radio during th early 30's until it hit exactly wha was wanted showed its sprynes That it is ancient is true, to but the use of the word indicate something that is old-fashioned and to that extent it is misleadin For this is a $300,000,000 co pany which its original incor porators back in 1870 woul never recognize.

It has 17,000 employes and i own navy of tankers and subsid ary craft. It controls 2,000 mil of pipe lines, has refineries i Philadelphia which turn out 100,000 42-gallon barrels daily and i Atreco, Tex., at the rate of 25,00 a day. It owns or leases abou 1,400 service stations and ha about 8,500 other retail outlet with important holdings in man parts of the globe.

Spots Not the Answer

In 1932, spots were bough widely. Neither company no agency felt this was exactly th answer to the company's radi problem. Then in the fall of 193 a CBS network show called th *Atlantic Family* was used, wit Frank Parker and guest stars The network carried into area outside Atlantic's market terri tory. This was regarded as waste ful. One of the guest stars on th Frank Parker show was Bob Hop who joined the program for 1 weeks in 1935.

"We learned," said Wally O "that no network had an outstan ing station in every city of e market area. So we began t figure how to go into a town, p out the top station and then f something to associate us with th local Atlantic dealer. We hit o the Atlantic sports program.

(*Continued on page 37*)

ONE ATLANTIC PROBLEM has been to develop ace play-by-play an color and commercial men. Each season for the past 12 yea company has set up a school for its announcers. Here is Jac Barry, Rochester (N. Y.) announcer, explaining to 60 attendin last fall's school the fine points of a football spotting board. At left Les Quailey, of the Ayer radio department, who has been in charge developing Atlantic sports announcers.

Philadelphia Evening Bulletin Photo.

Storage for TNT

That's a concrete bunker. It's a storage magazine for TNT at the Weldon Spring, Missouri explosive plant.

These concrete huts are placed at irregular intervals over the magazine area to lessen the chance of their being seen from the air.

There are a couple of radio points to be made about these military installations.

The first one, of course, is that the business future is full of TNT. And that it should be guarded. The second is that you've got to select and space out your protective covering.

In Baltimore radio, the smart time buyers turn to W-I-T-H, the successful independent, to guard their clients' interests. W-I-T-H is the station down here that delivers more listeners-per-dollar-spent than any other station in town. If you're looking ahead . . . put W-I-T-H on that list right now!

W·I·T·H

AM and FM

Baltimore 3, Md.

Tom Tinsley, *President* • *Represented by* Headley-Reed

LIBEL GUARDS

State-Level Drives Expected

(See Durr story page 83)

NATIONWIDE campaign to fill gaps in state libel laws is expected before most state legislatures convene early next year. Weakness in legal protection given broadcasters has been brought into prominence by the FCC's proposed assumption of legislative-judicial powers in the WHLS Port Huron case [BROADCASTING, Feb. 2, et seq].

Because of the "confusion and consternation" among stations, as pointed out by NAB in its petition asking the FCC for hearing, action looking toward setting up of libel safeguards was discussed at the NAB board meeting in Hot Springs, Va., last week.

Place may be assigned also on the agenda of the Los Angeles NAB convention May 17-18 for discussion of liability for libelous remarks, especially in the case of political broadcasts.

The subject is expected to be an important part of the NAB district-area meetings to be held next autumn, as well as of meetings of state broadcasting associations. These state groups are expected to take leading roles in securing passage of libel legislation, since station owners are close to members of state legislative bodies and able to show the need for proper protection.

Only one bill safeguarding stations from libel and slander suits has been enacted in the 11 states whose legislatures are in session this year. That bill was passed a fortnight ago by the Virginia Legislature [BROADCASTING, Feb. 23]. With most legislatures meeting in odd-numbered years, 1949 is expected to bring a series of local movements to obtain protection.

Of the 48 states, only nine are felt by legal authorities to offer satisfactory safeguards in the case of libelous remarks where the broadcaster has used due care to avoid such statements. These states are Colorado, Florida, Illinois, Iowa, Montana, Oregon, Washington, Wyoming and Virginia.

Four other states offer what is described as partial protection. They are California, Indiana, North Carolina and Utah. In Nebraska and Pennsylvania some protection is found in court decisions.

With many primary elections scheduled before any anticipated FCC action involving the Port Huron political-policy doctrine, a number of broadcast officials have taken the position that stations should continue to follow their normal policy on acceptance of broadcasts dealing with politics and public issues.

Opinions Divided

Their argument is that the FCC's decision is only a proposed one, having no legal force at this time. On the other hand, others have thrown up their hands in view of the legal-regulatory dilemma and have decided to lay off all political broadcasts. They simply do not want to become involved. Still others are uncertain about their policy, with one eye on the FCC and the other on Congress.

First concerted effort to strengthen state libel laws was made last year under auspices of the NAB. A proposed standard law offering protection to stations where due care was exercised and providing thorough safeguards from defamatory statements by candidates for public office was passed by Colorado and Wyoming. The new Virginia law closely resembles the NAB's proposed bill.

A new law enacted in Utah last year limits broadcasting liability in the absence of malice and provides right to require scripts in advance. It does not relieve broadcasters from liability under libel and defamation laws but in the case of network programs confines this liability to originating stations.

A bill passed last May by the Florida legislature became law without approval by the governor. It relieves broadcasters of liability unless failure to use due care to prevent libelous statements can be proved.

In Pennsylvania the decade-old case of Summit Hotel Co. vs. NBC held the network was not liable for ad-libbed remarks by Al Jolson since it had exercised due care in selection of the performer and had no reason to believe extemporaneous remarks of a libelous nature would result.

The Sorenson vs. Wood decision in Nebraska, upheld by the U. S. Supreme Court without opinion, took the position that Congress did not mean to prevent a broadcaster from censoring libelous remarks. It held a broadcaster liable for remarks by a candidate in a political broadcast.

New York Decision

The New York decision of Hartman vs. Winchell, handed down last year, held that the reading of a script over the air was libel rather than slander, even though the public didn't know the broadcast was not extemporaneous.

Legal authorities point out that the distinction between libel and slander is important in many states because of difference in extent of liability.

Suggestion is made that courts in some states might construe the common law to afford protection to broadcasters in cases where stations are not permitted to examine scripts or prevent libelous remarks. In the same category, telegraph and telephone companies have been held not responsible unless they knew material was libelous, but they are common carriers required to handle traffic consigned to individual parties.

The California Civil Code specifies that radio defamation is slander rather than libel. It provides that plaintiff may recover only for damages to his property, business or occupation if a retraction is broadcast within three weeks of demand therefore.

A former Florida law, declared unconstitutional and superseded by the new 1947 act, had held stations not liable unless affirmatively declaring that statements were

(Continued on page 79)

RCA NET

Reports '47 Earnings Top 18 Million

RCA'S NET earnings in 1947 were $18,769,557, equal to $1.12 per share of common stock, it was disclosed in the corporation's 28th annual report issued last week by Brig. Gen. David Sarnoff, RCA president and board chairman. Net earnings in 1946 were $10,985,053, equivalent after payment of preferred dividends to $0.56 a share.

RCA's net profit after all deductions last year was 6% of its gross income, as compared with 4.6% in 1946. Total gross income was $314,023,572 as against $236,980,770 in 1946. As of Dec. 31, 1947, RCA employed 40,282 persons, an increase of 698 over the total at the end of 1946.

The report contains a year-by-year tabulation of RCA's financial status for the last ten years, showing the following annual averages: $214,613,913 gross income; $23,809,316 net profit before federal income taxes; $10,533,061 net profit after income taxes.

In a review of significant progress made by RCA in 1947 Gen. Sarnoff said that television was "the most important new factor in radio," and declared that video last year began to "fulfill its promise of becoming a great industry and a vital public service."

An NBC review contained in the report disclosed that the network's 21st year was marked by the biggest volume of business since NBC's formation. The report added that 93% of NBC's 1946 network clients renewed their contracts for 1947.

The report also included reviews of the 1947 activities of RCA Laboratories Division, RCA Victor, RCA International Division, RCA Communications Inc., Radiomarine Corp. of America, and RCA Institutes Inc. Copies of the report were mailed to 215,000 stockholders.

Democrats Appoint Fry to Radio Post

Former 'Voice' Chief Will Head Party Publicity Div. Unit

APPOINTMENT of Kenneth B. Fry, former chief of the State Dept.'s "Voice of America" program, to supervise radio activities of the Democratic National Committee's Publicity Div. was announced last week by Sen. J. Howard McGrath (D-R. I.), committee chairman, as part of a reorganization of the publicity division.

Mr. Fry

Under the new setup, John M. Redding continues as publicity director, but he will now be assisted by three associate directors whose operations he will supervise.

Samuel C. Brightman, who has been with the committee since June 1, will act in an executive capacity to Mr. Redding; Harold I. Leyshon, who will open committee offices at New York's Biltmore Hotel March 1, will act as publicity representative and liaison man in New York.

Mr. Fry had been in government service for the past five years, the last 18 months as chief of the State Dept.'s International Broadcasting Div. Previous to that he served as associate chief of the division on the West Coast and before that was with OWI as chief of Pacific operations.

From 1933 to 1943 Mr. Fry was with the NBC Central Div. in Chicago, the first three years in charge of public relations and the last seven as director of news and special events.

Mr. Brightman has a newspaper background which began on the *St. Louis Star-Times* in 1933. He also served for a time as news editor for KSD St. Louis, and has been with the *Cincinnati Post* and the *Louisville Courier-Journal*.

Mr. Leyshon is a former newspaperman and has worked on papers in Knoxville, Tenn., and Mobile, Ala. He was editor of the *Miami News* when it was awarded the Pulitzer Prize for public service in 1938.

Life Saver Is Budgeting Quarter Million in Spot

LIFE SAVER Corp., Port Chester, N. Y. (candy), has started a quarter-million-dollar spot announcement campaign on owned and operated ABC stations. Spot schedule started Feb. 25 for 52 weeks. The number of spots on each station weekly varies from 10 to 30. Campaign may include non-ABC stations in Chicago. Young & Rubicam, New York, placed the schedule for the client. Edward J. Noble, chairman of the board of ABC, is also chairman of the board of Life Saver Corp.

DON'T FORGET

my new number is

790

with 5000 WATTS POWER!

" . . . and it's a mighty popular number down Houston way. I'm tops in time-buyers' books and doing a better selling job than ever. Look me up when you're looking for a real live-wire.

YES . . . LOOK TO KTHT

Houston's only radio station using 24-sheet posters, newspapers, magazines, car cards, taxi-dashes, point-of-purchase and displays to tell and sell the folks in this rich trade area.

Keep your eye on

KTHT

where 790 will get you 5000

Affiliated with Mutual Broadcasting System

ROY HOFHEINZ, Pres.

BILL BENNETT, Mgr. ★ AVERY-KNODEL, Nat'l Representatives

KTHT

HOUSTON • TEXAS

5 O'Clock Politics

A RADIO program may be the determining factor in an Auburn, Mass. lawsuit as well as the town's annual election March 8. Dr. Manford R. Spalding, a candidate for office, is suing the registrar to compel him to certify his (Dr. Spalding's) nomination papers and place his name on the ballot. City officials refuse, claiming the nomination was not filed before the 5 o'clock deadline on Feb. 2. City bases its case on the statement of Ethel Riley, assistant town clerk, that she was listening to *Five O'clock Frolic* on WNEB Worcester when the candidate came in. She was sure of the time, she said, because she never misses the program.

HIGHWAY AWARDS

Scripps Offers Plan At Hot Springs

A PLAN for awards to radio for meritorious service in behalf of highway safety and as a means of stimulating greater radio participation was proposed to the NAB board of directors at its meeting in Hot Springs, Va., last Tuesday by William J. Scripps, director of radio of the *Detroit News* stations (WWJ, WWJ-TV and WWJ-FM) in his capacity as chairman, public information committee, of the President's Highway Safety Conference.

Mr. Scripps

Speaking at a luncheon meeting, Mr. Scripps said the Alfred P. Sloan Foundation, which sponsors the *Chicago Round Table* and other educational programs, is considering sponsorship of the radio awards. Mr. Sloan, he said, has agreed to recommend to the Foundation that funds be made available, specifying that administration should be vested in the Automotive Safety Foundation.

Mr. Scripps said he did not seek the NAB's blanket acceptance of the plan, which he described as still in an embryonic stage, but rather an endorsement "in principle." The board of judges would include three or four leading radio executives and other members drawn from national traffic safety organizations, newspapers and universities.

Awards would be presented annually to networks, regional and local stations, and program sponsors or participants, in the form of plaques or similar trophies for outstanding contributions, and certificates for creditable work. Tentatively, the six categories for the major safety awards were outlined as follows:

(1) Award to the network initiating and conducting the best **sustaining** program or programs.

(2) Award to the regional station (above 1,000 watts) initiating and conducting the best **sustaining** program or programs.

(3) Award to the local station (1,000 watts or under) initiating and conducting the best **sustaining** program or programs.

(4) Award for the best **commercial** program or programs broadcast over a national network. (This honor would go to the sponsoring company or to the chief participant, depending on how the program is best known, but in no case to the network itself. For example, if the Jack Benny show were adjudged the best, the award would go to Benny rather than to his sponsor. On the other hand, if the Voice of Firestone won the award, it would go to the Firestone Tire & Rubber Co. rather than to any of the program talent.)

(5) Award to the best **commercial** program or programs broadcast from a regional station (above 1,000 watts).

(6) Award to the best **commercial** program or programs broadcast from a local station (1,000 watts or under).

In the case of the last two awards, the same rule would apply as in the case of the network commercial programs.

RELENTLESSLY pursuing a point, Lee Valentine (r), the original Dr. I. Q. commands the floor as he renews a friendship with his first boss G. E. (Ed) Zimmerman, general manager of KAB Little Rock, who was manager of KPR Houston while Mr. Valentine was an aspiring crooner on the Texas station. The "Mental Banker" reclaimed his role, after a month's absence, when the show opened at Little Rock's Arkansas Theatre

WSIX does the Job

Sales results are usually the final proof of correct media selection. So it's natural that one leading packer would renew a strip of quarter-hour shows on WSIX, only if sales justified it. And one leading meat packer has used WSIX for effective coverage and sales in Nashville's 51-county retail trade area for over nine years. And dozens of other national, regional and local advertisers have been counting on WSIX year after year. That's proof enough that WSIX does the job!

5000 WATTS • 980 KC
AMERICAN

Coming Soon!
WSIX—FM

Represented Nationally by
THE KATZ AGENCY, INC.

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

WSIX gives you all three: Market, Coverage, Economy

FAHY OF KABR HEADS S. DAK. BROADCASTERS

THE NEWLY FORMED South Dakota Broadcasters' Assn., at its organizational meeting at Vermillion Feb. 21, elected A. A. (Tony) Fahy, general manager of KABR Aberdeen, temporary president until adoption of the group's constitution.

Other temporary officers named during the sessions, held at the U of South Dakota station, KUSD, were Robert Tincher, general manager of WNAX Yankton, vice president, and Irving R. Merrill, manager of KUSD, secretary-treasurer.

Political broadcast rates were determined following a discussion of the NAB code, and a resolution was passed urging the university to initiate courses leading to a degree of communications electronics engineer. John Meagher, manager of KYSM Mankato, Minn., led discussions Feb. 21 and was banquet speaker the following day.

There's a lot more to it than this...

The telephone is a wonderful device. And its use plays an important part in the sale of radio time. But there's a lot more to it than this.

Take the average Weed and Company representative. On the phone or across the desk from you, he knows *your* business and talks *your* business. He wouldn't be there if he didn't. He's a salesman, certainly. He represents Spot Radio, one of the most profitable forms of modern advertising. He also represents over 250 years of combined experience in showing Spot Advertisers how to get the most for their money.

Behind that experience are the two bed-rock qualities that created it: expert knowledge and plain hard work. These are the two factors that produce most of the results most of the time . . . the two factors that make Weed and Company service so valuable to any advertiser.

Weed and company

radio station representatives

new york · boston · chicago · detroit
san francisco · atlanta · hollywood

CALIFORNIA FM

Operators Forming Association

IN AN INITIAL step forward the formation of an FM association in Northern California, some 80 FM operators of the area gathered at an informal dinner meeting in San Francisco on Feb. 17.

The meeting was called by Clay Crane, general manager of KSBR San Bruno (Radio Diablo). Mr. Crane read a message from Wayne Coy, FCC chairman, who congratulated the FM operators on their efforts to work together for the general good of the industry. A message from J. N. (Bill) Bailey, executive director of the FM Assn., was also read.

William Lancaster, of the Leo J. Meyberg Co., RCA wholesale distributors, pointed out the wholesalers' problems in selling FM sets. He declared that the radio dealers could help the situation measureably by giving better demonstrations of FM receivers.

Lon Hughes, public relations director for the American Petroleum Institute, gave his ideas as to what could be accomplished by a concerted cooperative public relations campaign by FM.

Most agency timebuyers and executives still have to be sold on the merits of FM, Herbert Nelson, of Ruthrauff & Ryan, San Francisco and member of the board of governors, California Division of AAAA, told the group. He declared most agencies were still pretty cool on FM.

Frank Feliz, executive assistant, Bay Area Council, offered the support of his organization in promoting FM in the area.

The FM broadcasters approved a committee from seven stations to meet several times during the next few weeks to formulate plans. The committee was instructed to call another meeting of FM operators within thirty days, at which time their recommendations will be presented for approval. The stations appointed to the committee were: KONG Alameda, KQW San Jose, KSFH San Francisco, KFBK Sacramento, KDFC San Francisco, KSBR San Bruno, and KFRE Fresno.

Jack McCullough, member of the Board of Directors of Radio Diablo, wound up the meeting with a demonstration of the superior quality of FM broadcasting now available. Magnetaphon, a tape which Germany produced during the war, was used for a portion of the demonstration.

WSAU Joins NBC

WSAU Wausau, Wis., becomes NBC's 170th affiliate July 29, 1948. Station is unlimited time, 250 w on 1400 kc.

"WHY, THAT'S the biggest news since Davenport quit being a sofa and became a county seat," ad libbed Edwards (r), Truth or Consequences m.c., convulsing Buryl Lottridge (center), "ex-general manager" of WOC Davenport, Iowa, along with the rest of the staff. Mr. Edwards took over for a week as general manager during the time Truth or Consequences appeared at Mississippi Valley Home and Food Show.

FIFTEEN-MINUTE dramatizations of case histories of children adopted through Foster Parents Plan for war children are being transcribed by the agency for distribution to U. S. stations. Recordings have started at NBC, New York, with Madeleine Carroll narrating the first program in the series, written by Alvin Yudkoff and directed by Jack Lloyd.

JWT Becomes 1st Client For Hooper Video Rating

LINNEA NELSON, head of the time buying department of J. Walter Thompson Co., New York, has placed the first order for "City Teleratings," continuing video audience measurements begun this month by C. E. Hooper Inc.

First report, covering the New York viewing during selected evening hours, Feb. 8-14, will be ready for distribution March 3. Hours covered by the surveys will be expanded in accordance with subscriber demand, and the studies will also be extended to other cities with video program service. "City Teleratings" are priced at $300 a month for stations, $200 for advertisers using television and their agencies and $100 for advertisers not using television and agencies with no video clients.

WJOI Back on Air

WJOI FLORENCE, ALA. is getting back to normal after a long struggle with flood waters which poured down on the station Feb. 13. Doors were sealed on the inside and large pumps were employed until the front door yielded to the pressure of the water then some 18 inches above the floor. Personnel were then evacuated by boat. The station was able to return to the air Feb. 18.

The Most Powerful Radio Voice in
EASTERN OKLAHOMA AND WESTERN ARKANSAS

KWHN
FORT SMITH, ARKANSAS

ON YOUR DIAL
5000 WATTS
1320
DAY & NIGHT

5000 WATTS SERVING THE LARGEST MANUFACTURING CENTER IN ARKANSAS...
and one of Arkansas' richest agricultural areas

Represented nationally by JOHN E. PEARSON COMPANY

they keep coming back for more

and KXOK performance keeps Drug Advertisers "coming back for more"

we came back for more

B. C. Remedy
Block Drug
Dr. Caldwell
Carter Products
Chattanooga Medicine
Emerson Drug
Ex Lax
Foster Milburn
Groves Laboratories
Monticello Drug
Dr. Pierce
Plough, Inc.
Walgreen Drugs
Willard Tablet

**115 counties daytime, 98 counties nighttime, according to BMB.*

It's easy to see why Drug Advertisers consider KXOK "best on the beat". KXOK is the pick of them all for hard-to-beat sales results in the big KXOK family circle in the great St. Louis market. Many Drug Advertisers have used, proved and renewed on KXOK advertising hundreds of drug products. Yes, indeed . . . KXOK "proved performance" keeps 'em comin' back for more.

KXOK

ST. LOUIS 1, MO. • CHESTNUT 3700
630 KC • 5000 WATTS • FULL TIME

Owned and operated by the St. Louis Star-Times—Represented by John Blair & Co.

The Swing is to WHB in Kansas City

EXTRA! EXTRA! EXTRA!

10,000 WATTS!

WHB is a buy-word with advertisers as well as listeners, because certain established WHB "extras" are general trade knowledge — extra pulling power, extra selling power, extra experience; extra service in building fine, sound programs; and the extra famous WHB showmanship and *joie de vivre*

Soon, however, WHB will offer new extra facilities, too—10,000 watts day and 5,000 watts night on 710 kilocycles, full-time operation!

When will all this happen? This month, we hope. Act now for an extra-good buy!

WHB — 10,000 WATTS IN KANSAS CITY

DON DAVIS, PRESIDENT

JOHN T. SCHILLING, GENERAL MANAGER

Represented by JOHN BLAIR & CO.

MUTUAL NETWORK • 710 KILOCYCLES • 5,000 WATTS NIGHT

PARAMOUNT INTERESTS PLEA ON TV REFUSED

DENIAL was issued by FCC Feb. 20 to petitions of United Detroit Theatres Corp., Detroit, New England Theatres Inc., Boston, and Television Productions Inc., San Francisco, Paramount interests, seeking a ruling by the Commission which would put certain construction time-extension requests of television permittees into comparative hearing with new applicants.

The petitioners charged that in their respective cities there were holders of video authorizations who were not diligently proceeding with construction of their stations and that to grant time extension requests without hearing would violate Sec. 319(b) of the Communications Act and be tantamount to denial of due process of law. They further held the hearings must be comparative with requests of new applicants for the facilities, citing the Ashbacker case as judicial basis. FCC in denying the petitions indicated it does not consider an application for extension of construction time under an authorized CP is similar to an application for a new CP and for this reason the Ashbacker decision does not apply.

The permittees named in the petitions as evidencing delay in construction of their stations were King-Trendle Broadcasting Corp., Detroit; Associated Broadcasters Inc., San Francisco, and Raytheon Mfg. Co., Boston.

Boyd Braithwaite

BOYD BRAITHWAITE, 35, commercial manager of KIDO Boise, Idaho, died Feb. 22. Mr. Braithwaite joined KIDO as an announcer in 1940, and in 1943 was made a salesman and appointed commercial manager.

New Boss

CHICAGO APPLICANTS for permits to build FM and TV towers soon may find it helps to "play up" to their aldermen. A city council subcommittee, headed by Alderman Joseph P. Immel Jr., is about to recommend that applications for towers be considered by the council rather than the Zoning Board of Appeals.

RADIO WILL SUPPORT DRIVES FOR SAFETY

RADIO personnel will play an important part in the coordinated drive by the National Safety Council to bring about greater public participation in accident prevention.

Leading representatives of the industry and allied fields have accepted membership in the Council's Public Information Conference, Paul Jones, Council director of public information, said Feb. 29.

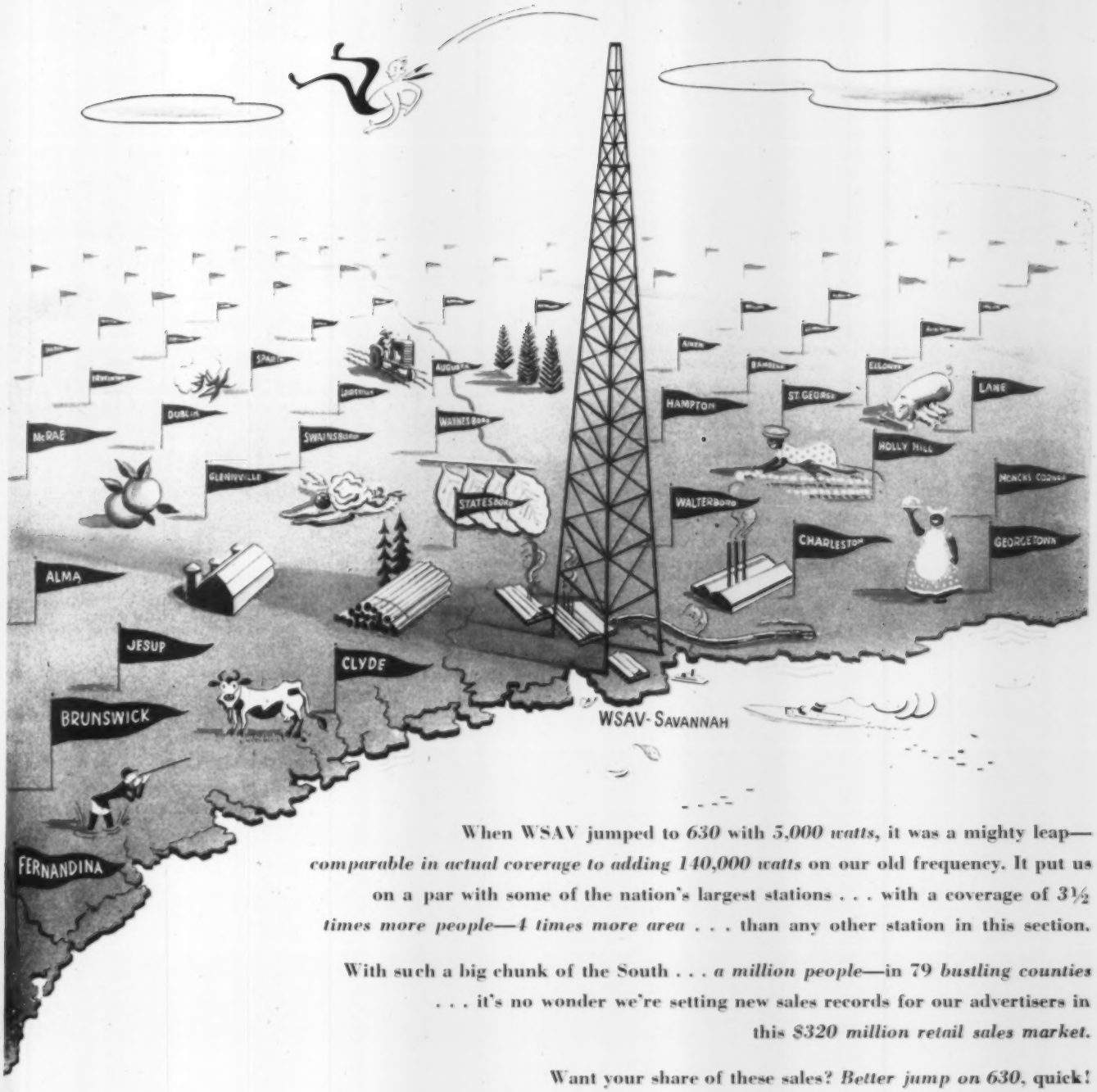
First meeting of the conference will be a luncheon at the Waldorf-Astoria, New York, March 10. Presiding will be W. Earl Hall, vice president for public information of the National Safety Council.

Conference members associated with radio include: James Rowland Angell, public service counsellor, NBC; Ted Cott, vice president and program director, WNEW New York; Margaret Cuthbert, director women's activities, NBC; Elsie Dick, director women's activities, MBS; Bill Goodwin, chairman, Motion Picture & Radio Committee of NSC; George Jennings, treasurer, Assn. of Education by Radio; Grace W. Johnson, director women's activities, ABC; Dorothy Lewis; Wesley I. Nunn, coordinator, Advertising Council campaign; Robert Saudek, director of public affairs, ABC; Helen Sioussat, director of talks, CBS; Arthur Stringer, promotion director, NAB; Davidson Taylor, vice president for public affairs, CBS; Charles Worcester, president, Radio Farm Directors Assn.

ARRANGEMENTS are completed between officials of Louis G. Cowan Inc. and Pet Dairies (Pet Milk Co. subsidiary) for sponsorship by the dairy of "Smiths of Hollywood" show in 24 markets and the "Tommy Dorsey Show" in two markets. Seated is L. A. Ballew, dairy vice president. Standing (l to r) are T. K. Happel Jr., dairy advertising manager; Marvin Kempner, Cowan account executive; Charles W. Powers, of the advertising agency, and Fred H. Yearout, dairy sales manager.

Biggest Coverage Leap

IN SOUTHEAST ADVERTISING HISTORY



When WSAV jumped to *630* with *5,000 watts*, it was a mighty leap—*comparable in actual coverage to adding 140,000 watts* on our old frequency. It put us on a par with some of the nation's largest stations . . . with a coverage of 3½ *times more people—4 times more area* . . . than any other station in this section.

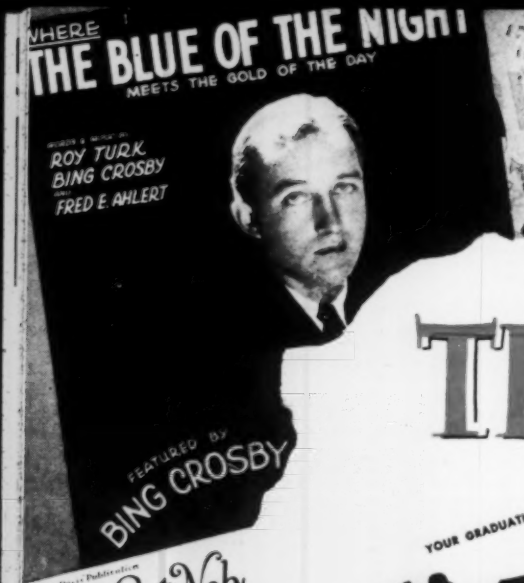
With such a big chunk of the South . . . *a million people*—in 79 *bustling counties* . . . it's no wonder we're setting new sales records for our advertisers in this *$320 million retail sales market.*

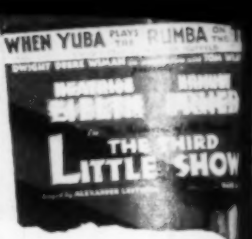
Want your share of these sales? *Better jump on 630*, quick!

It's 630 in Savannah **WSAV**

630 kc.
5,000 watts
Full Time

Represented by Hollingbery





THE "SONGS OF

A WORLD

scoring new high

Great Moments in the live

THE SONGS THAT MAKE YOU THRILL AGAIN . . .

HERE, on World Transcriptions, are the songs that will put a lump in your throat and a tear in your eye. These are the songs that tell the story of your life . . . of everyone's life.

Remember the night you discovered you were in love . . . and the song in your heart at the time? Remember the first tune you danced to together . . . and the way you laughed at the rhyme? Moon and June . . . Pal and Gal. When you went to a movie that actually had sound and there was Al Jolson singing "Sonny Boy." The way you laughed together singing "Happy Days Are Here Again" and the only sadness in your heart was because some loved ones weren't with you.

How well you remember today the songs they loved to hear! There are so many of them . . . and all old friends. Even "Brother, Can You Spare a Dime" . . . and brother, you knew how true that was! There was Irving Berlin's "Always," Cole Porter's "Night and Day," Hoagy Carmichael's "Stardust." Then from somewhere in the West came a young voice that tugged at your heart. It was Bing Crosby singing his way to fame . . . "I Surrender Dear," "Just One More Chance," "I Found a Million Dollar Baby" . . . loads of hits . . . sweet songs, sad songs, crazy songs . . . every one bringing back a precious memory to you . . . of your love . . . a trip . . . a place . . . a moment . . .

These are the "Songs Of Our Times."

ALL THE HIT TUNES FROM 1917 to 1943

Yes, World has put these great songs together. Simple melodic, singable arrangements of these wonderful never-to-be-forgotten hit tunes. Never before has there been such a soul-stirring, memory-provoking, audience-building idea. Here indeed is a great sponsor-winning series of radio programs.

WORLD BROAD

TRANSCRIPTION HEADQUARTE

Chicago
22 West Hubbard Street—Phone Delaware 8800

NE
50 West 57th Stree

Distributed in CANADA by Northern Electric Company

OUR TIMES"...

FEATURE

in *audience appeal*

of millions live again in Music...

YOUR TRUE LOVE

156 FIFTEEN MINUTE PROGRAMS

Over 600 memory-provoking hit tunes . . . arranged as 240 medleys. Each separate program is based on a particular year . . . several for each year.

The smooth-flowing continuity which accompanies the music is filled with entertaining and interesting facts of the period, recalling to memory persons in the news and events of the times: The 26 exciting, eventful years since 1917 told with music and with narrative in this series of 156 programs that is bound to be big, Big, BIG.

Smooth, Melodic Arrangements Performed by BOB GRANT and his ORCHESTRA

The danceable, singable music of Bob Grant and his Orchestra sets a delightful tempo for "Songs of Our Times."

Bob Grant, you remember, gained wide popularity when he was featured with Hildegarde at New York's Hotel Plaza and the Palmer House in Chicago. The vocal interludes are by Art Gentry (radio coast-to-coaster) . . . Helen Carroll (Chesterfield Satisfiers) . . . and Kay Penton (appealing pop singer).

SEND FOR FULL INFORMATION

Get these programs for your station by acting NOW. Priced according to market size. Phone, write or wire for audition discs and complete data and price for your market.

YOUR WEDDING

CASTING SYSTEM, INC.

A SUBSIDIARY OF DECCA RECORDS, INC.

YORK
Phone COlumbus 5-2300

Hollywood
6750 Santa Monica Blvd.—Phone Hillside 0171

Limited, 1261 Shearer Street, Montreal 22, Quebec

© 1948, World Broadcasting System, Inc.

YOUR MAINE MARKET!

LOOK AT THE 1947 INCOMES OF BUT FOUR OF THE THRIVING INDUSTRIES IN THIS RICH MARKET!

Pulp & Paper Industry	$166,066,414.34
Woolen Manufacturing	$131,530,670.38
Farm Income	$124,583,000.00
Tourist Business	$125,000,000.00

The forecast for 1948 indicates even greater income . . . higher purchasing power!

Together WGAN and WGUY (located in Portland and Bangor, Maine's two largest trading centers) serve an estimated 198,110 of Maine's 206,000 radio families . . . ***reach a market with 85% of the Pine Tree State's total retail buying power!***

National Representatives
PAUL H. RAYMER CO.

GUY GANNETT
BROADCASTING SERVICES

DEPUTY MAYOR John J. Bennett of New York (second from r) throws switch to inaugurate fulltime operation of New York municipal broadcasting system's new 10-kw FM transmitter at the Municipal Bldg. Feb. 11. Others looking on are (l to r) Fred R. Lack, vice president and manager of Western Electric Co. radio division; Prof. Edwin H. Armstrong, FM inventor, and Seymour N. Siegel, radio communications director, WNYC. Call letters of the FM outlet are WNYC-FM.

CBS EXECUTIVES MEET WITH ADVISORY BOARD

FIVE TOP CBS executives met with representatives of Districts 4 and 5 of the Columbia affiliates advisory board at the Hotel Ainsley, Atlanta, Ga., on Friday and Saturday (Feb. 27-28).

The New York delegation was headed by Frank Stanton, CBS president. Also attending were Howard S. Meighan, vice president; Herbert V. Akerberg, vice president in charge of station relations; Hubbell Robinson Jr., vice president and director of programs, and William B. Lodge, director of general engineering.

Kay Newman Is Guest Of Honor at AWB Dinner

MISS KAY NEWMAN, KMBC Kansas City, Mo., who is leaving Kansas City radio circles, was guest of honor at the Tenth Radio District Meeting of the Assn. of Women Broadcasters Feb. 25 at the Hotel President, Kansas City.

Farewell ceremonies for Miss Newman, known on KMBC as June Martin, highlighted the regular dinner meeting. Routine business was conducted. Others at the session included Anne Hayes of KCMO Kansas City, Tenth District director; Margaret Smith, KMBC; Caroline Ellis, KMBC; Lucille Newlin, KMBC; Dorothy Crewe, WDAF Kansas City; Ann Sine, KCKN Kansas City; Gloria Stuts, KIMO Independence, Mo.; Sandra Lea, WHB Kansas City; and Gennii Willock, WHB.

Clyne Leaving Biow

TERRY CLYNE is resigning as account executive for Bulova at Biow Co., New York, effective April 1, with his new connection to be announced before that date. His successor at the agency has not yet been named.

Operations of WHNY-FM Underway In Watertown

WHNY-FM Watertown, N. Y., began operations Feb. 14 with power of 14.4 kw at 100.5 mc (Channel 263). Speakers on the inaugural program included Mayor Henry A. Hudson of Watertown and Harold B. Johnson, editor and publisher of the *Watertown Daily Times* and owner of the new station.

The station is operating from 3-9 p.m., and will increase its time "as soon as possible," Mr. Johnson said. The first day's schedule was entirely commercial, except for the first hour and a half, he said. No duplication of AM programs is planned, "except in special cases."

TQN TAKES IN KVAL; THREE OTHERS RESIGN

TEXAS QUALITY Network representatives, meeting in Houston last Tuesday, accepted the application of KVAL Brownsville for supplementary membership and the resignations of one regular member, WBAP Fort Worth, and two supplementary members, KRGV Weslaco and KGNC Amarillo. (Supplementary members are admitted on a six-months trial basis.)

KVAL is a sister station of KRIS Corpus Christi, one of three outlets which affiliated with Texas Quality last October as supplementary members.

Basic stations of the network are KPRC Houston, WFAA Dallas and WOAI San Antonio.

Attending the meeting were: Martin Campbell, WFAA; Hugh A. L. Halff and Jack Keasler, WOAI; George Cranston, WBAP; O. L. (Ted) Taylor, KGNC; T. Frank Smith, KRIS and KVAL; Byron W. Ogle, KRGV, and Jack Harris and Jack McGrew, KPRC.

CBO-FM Ottawa went on the air Feb. 18 on 103.3 mc with 250 w power. This is first FM station in Ottawa, and it will broadcast CBO programs from 12 noon to 12 midnight daily.

when cigarettes were scarce

WDNC *sent 'em to you!*

when nylons were scarce

WDNC *sent 'em to you!*

Now!

when sales problems are *tough*!

WDNC goes from **250** watts at **1490**

to **5000** watts at **620**

AN EIGHT TIMES BIGGER AUDIENCE

WITH SIX TIMES MORE RETAIL SALES!

★ ★ ★

5000 Watts Day - 1000 Watts Night

620 Kc.

ESTABLISHED 1923

OWNED BY HERALD-SUN NEWSPAPERS

WDNC

★ ★ ★

The CBS Station In

Durham, North Carolina

The South's No. One State

PAUL H. RAYMER NATIONAL REPRESENTATIVE

Duane Jones Piece Completely 'Accurate'

EDITOR, BROADCASTING:

This letter is to express the thanks of the firm as well as my personal appreciation for the fine article on the Duane Jones Company appearing in BROADCASTING, Feb. 9.

I was greatly impressed by the thoroughness with which this article was written. Miss Zurhorst delved deep for the facts, and your people were unhurried in your effort to obtain complete accuracy. It's not always done these days, and I certainly admire it.

More power to you.

Ralph Smith
Executive Vice President
Duane Jones Co.
New York

* * *

Says Time Salesmen Need Special Training

EDITOR, BROADCASTING:

Radio writers, radio engineers, actors and actresses, announcers—all of them undergo special training for their jobs—many of them in legitimate universities and planned radio courses. I believe we should have, as well, schools for radio salesmen — some organized means of equipping the men for their all-important jobs. Salesmen are often the only contact between the prospective advertiser and the station. The impression they leave behind them reflects upon the entire organization they represent.

I have spent eight years in local and regional radio. I have been associated with two different radio firms. And I have yet to meet a radio salesman who, in my estimation, looks the part, acts the part, and talks the part. Here you will see a seedy dresser, there a clumsy, ineffectual speaker, and yet again a vacillating fence-sitter who isn't quite sure that he himself has confidence in the medium he is trying to sell.

Local radio salesmen are not always to blame for their blunders. Sometimes their program departments, their station managers, or the sponsor himself may be held responsible. But I live in a town which has almost doubled in population since I started in radio, a town which has been served by radio since the early 30's, a town which has only one newspaper. By comparison, there are two standard stations, one FM station and an application on file for at least one more. Yet the newspaper still swallows up the lion's share of the advertiser's dollar.

I believe that one point alone illustrates more what I am trying to say than thousands of words of elaboration. We do, in the local radio field, need salesmen who are trained to sell radio, not just radio time.

Billy L. Bennett
Assistant Manager
Greater Muskegon
Broadcasters Inc.
Muskegon, Mich.

* * *

Open Mike

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

KFEL Says It Attempted KDKA Stunt Years Ago

EDITOR, BROADCASTING:

In re: "Feature of the Week," Page 10 of the Feb. 16 issue of BROADCASTING, I'd like to point out that the KDKA stunt is really an old idea, but maybe they know something about the new "beep" signal that we don't.

Many years ago we had the same plan in mind in using stars' voices on records to answer the KFEL phone. We contacted Mutual and had the whole thing under way until the Mountain States Telephone and Telegraph Company said "no."

It was about this same time that we had an amplifying system installed on the KFEL switchboard so that our newsmen could phone in and be put on the air. We had a terrific scoop one day, at the time of a very serious Colorado flood up in Morrison Canyon—by having newsmen at pay phones all along the route of the flood, connected by regular phone lines to our switchboard, and then heard on the air. Next morning the phone company had the amplifying system detached from the KFEL switchboard before I got to work at 8:30 a.m.

So perhaps it's easier to have the stars' voices answer your phone

(*Continued on page 84*)

CAB AGENDA

Change in Fee Charges Seen

A PROPOSAL to charge fees for membership in Canadian Association of Broadcasters on a gross revenue basis instead of the present basis of twice the peak half-hourly rate every month, will be a major point of discussion at the forthcoming business session of CAB at Quebec City, March 8-11. Revised agenda also includes a discussion on "What New Radio Research Is Needed in Canada, And How to Get It" by a panel from the Toronto Radio Executives Club who discussed this subject at a recent luncheon meeting [BROADCASTING, Jan. 26]. The Toronto panel will be Spence Caldwell, All-Canada Radio Facilities; Gordon Keeble, radio director, F. H. Hayhurst Co.; G. D. Scott, director of broadcast advertising, CAB; Walter Elliott, Elliott-Haynes Research.

Revised CAB agenda calls for opening of meetings at 9:30 a.m. March 8, with address of welcome by Harry Sedgwick, CAB board chairman, and president of CFRB Toronto. Following appointment of various committees, there will be a report by Doug Scott, CAB director of broadcast advertising; a report on Western Association of Broadcasters committee on giveaways by Bert Cairns, CFAC Calgary, and WAB president; and report on price mention situation by Harry Sedgwick. At 11 a.m. meeting is to be turned over to Bureau of Broadcast Measurement, with slide presentation by Horace Stovin, H. N. Stovin & Co., Toronto, station representatives, followed by Hugh Feltis and John Churchill of Broadcast Measurement Bureau of New York, and annual BBM meeting.

Luncheon meeting plans remain unchanged with talk on FM and TV in Canada by Ralph Hackbusch of Canadian Radio Manufacturers Assn. Afternoon of first day will be devoted to rate structure discussion with C. W. Wright, Toronto station representative, as chairman. Copyright fees will take up latter part of afternoon session with T. A. Evans, CAB secretary-treasurer, and Bob Burton, general manager of BMI (Canada) Ltd., making reports.

Tuesday morning session will be devoted to discussion of public relations, including methods of handling brief to Parliamentary Radio Committee this summer. T. J. Allard, CAB director of public relations, will be chairman. Tuesday afternoon sessions will be devoted to research discussion by Toronto Radio Executives Club and CAB business session at which proposal for change in fee basis will come up. Guest speaker at annual dinner will be Charles S. Watson, director of public relations of Canadian Breweries Ltd., Toronto, who will talk on "Public Relations Is Everybody's Business."

There are no changes in Wednesday and Thursday agenda, with Wednesday morning being devoted to election of directors, CAB policy on Canadian NARBA meeting at Montreal in August, and unfinished business. A skiing exhibition will be held in the afternoon at Lac Beauport. Thursday morning CAB standing committees will be appointed, and unfinished business concluded. New directors will have luncheon meeting, ending the convention.

MORNING
or AFTERNOON

WJW
CLEVELAND
BASIC ABC Network
850 KC 5000 Watts

*49.1% OF THE LISTENING AUDIENCE

IN A 4-STATION TOWN

Paul Coleman's Timekeeper Show Gets Top Morning Listening . . . Top Local Sponsorships

Reaching half the listening audience, it's no wonder that WINR's Timekeeper Show is sold out for three solid hours every morning, and has been for a long time — with a waiting list *t-h-a-a-t* long.

- Here's one rich market in which local time buyers can give national buyers a valuable tip.

Conlan Survey, November 24 through 28, 1947, 8:30 to 9:00 A.M.

WINR

BINGHAMTON, N. Y.
C. A. Bengtson, General Manager

AFFILIATE NBC

IN THE TRIPLE CITIES

BINGHAMTON • ENDICOTT • JOHNSON CITY

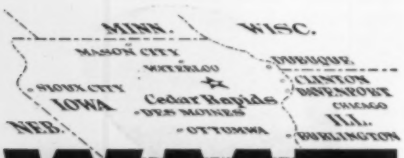
HEADLEY-REED, National Representatives

THE 73rd NBC MARKET

Stake your claim to Homestead (IOWA)

IN THE HEART OF WMTland, 20 miles from Cedar Rapids, lies Homestead, one of seven small communities comprising the Amana colonies. Interesting politically and socially, the colony is a business corporation, with most of its 1500 stockholders working and living in the colony. They operate 26,000 acres of good Iowa farm land. Their woolens, hams, and deep freeze units are sold throughout the nation.

WMT's advertisers regularly reach Homestead—and hundreds of other equally prosperous farm and factory areas in Iowa. Stake your claim to these important twin markets via WMT—Eastern Iowa's only CBS outlet. Ask the Katz man for details.



WMT

CEDAR RAPIDS

5000 Watts 600 K. C. Day and Night

BASIC COLUMBIA NETWORK

Kirkland, Wash. 250-w Daytimer Gets Underway

KRKL Kirkland, Wash., went on the air Feb. 25 as a 250-w daytime station, with studios and transmitter located in the Kirkland Recreation Center.

F. L. Thornhill, who formerly managed Alaska stations KINY Juneau and KTKN Ketchikan, is owner and general manager. Staff of the new station includes Sherwood Goodwin, chief engineer; Charles D. Callie Jr., chief operator and announcer; John Dailey, operator and announcer; Helen Ross, program manager and accountant; Ralph Lundvall, East Side sales manager and staff announcer, and Clyde Guice, commercial department.

Opening of KRKL was heralded in both local weekly newspapers, the *East Side Journal* and the *Kirkland Advertiser*. In a front-page signed column, Robert H. Frank, editor of the *East Side Journal*, welcomed the station and wished it success.

New Facilities of KOMO Are Formally Dedicated

MORE THAN 300 dignitaries, including Gov. Mon C. Wallgren, Mayor William F. Devin of Seattle and Mayor Percy E. George of Victoria, B. C., participated in the formal dedication and opening of the new studios of KOMO Seattle Feb. 25 [BROADCASTING, Feb. 23].

Among guests representing the industry were Jennings Pierce, director of station relations for NBC Western Network; F. A. Berend, sales manager of NBC Western Network; Louis Frost, assistant general manager and Western Network program manager, and H. I. Cristal, partner in the Edward Petry & Co., New York.

Scott Resigns

DOUG SCOTT, director of Broadcast Advertising, Canadian Association of Broadcasters, has resigned from CAB, effective after the forthcoming annual meeting. Mr. Scott has been with CAB for just over a year, coming from Cockfield Brown & Co. He has not yet announced future plans. During the year he has conducted numerous sales clinics of regional groups of broadcasters and advertisers.

Mr. Scott

WILDER FOOTE, chief of Press and Publications office, and Dr. Charles Hogan, chief of Freedom of Information Section, both of United Nations, will speak on "Press and International Relations" at the New School for Social Research, New York, March 3, in series titled Mass Media and International Relations, conducted by Arno Huth.

BEST LOCAL programs in Salt Lake City were cited by city's Advertising Club at annual awards banquet Feb. 18. Principals of the occasion were, l to r: Russell Z. Eller, president, Advertising Assn. of the West and speaker at the banquet; S. S. Fox, president and general manager, KDYL Salt Lake City, and Paul Clowes, president, Salt Lake City Advertising Club. KDYL won seven of the awards, KSL won five and three were awarded to KALL.

L. A. Realty Firm Plans Million Dollar Campaign

LOUIS T. BUSCH Co., Los Angeles, termed one of the largest land development organizations in the West, plans a public relations and advertising campaign in the "million dollar bracket" through Makelim Assoc., Los Angeles, to dispose of 30,000 acres in that area. Radio is included.

With retail value of $56,000,000, property composes two Spanish land grant sections, one the Rancho Malibu near Los Angeles and the other Victor Valley in the San Bernardino mountains. Because it believes home-seekers in every corner of the continent are "beating a path to California's door," firm will advertise to prospects "all over America." Specific campaign details have not been announced.

WGN-TV Appointments

DONALD COOK, formerly field director in charge of remote operations at WBKB Chicago, Balaban & Katz television station, has been appointed field and special events director of WGN-TV, *Chicago Tribune* video outlet. Pauline Bebrov, also formerly with WBKB until recently when she became a freelance TV producer, has been named producer-director of WGN-TV. *Tribune* station also has announced the appointment of George Petterson, former technical director of the drama department at Chicago's Mundelein College, as facilities manager. His duties will include the designing of sets and supervision of non-technical props.

Research Course

MORE than 70 members of the CBS Research Division are taking a 16-session "orientation course" in various aspects of network research. The course is under the general supervision of Gerhart Wiebe, CBS research psychologist. Elmo C. Wilson, the network's research director, conducted the opening session. His associate, Oscar Katz, will be in charge of the other 15 sessions.

Savannah's 1st HOOPER

HOOPER STATION LISTENING INDEX
Savannah, Ga. Dec. 1947-Jan. 1948
share of audience

Time	Station A	Station B	Station C	Station D	WTOC
Morning	14.3	18.8	15.4	14.5	36.6
Afternoon	14.0	11.0	13.7	24.8	36.2
Evening	10.6	12.8	8.5	28.3	37.1
Sunday Afternoon	14.5	17.9	11.8	20.2	34.7
Total Rated Time Periods	12.5	13.6	11.4	24.3	36.6

and are

we proud!

it's just what the doctor ordered

5000 W

CBS

Represented by
KATZ

WTOC

First in Savannah since 1929

Savannah, Georgia

WORL Temporary License Extended by Commission

EXTENSION of authority to WORL Boston for operation under temporary license was granted last week by FCC for the third time since denying renewal of license to the outlet on grounds of hidden ownership. The extended authority, for 1 kw day on 950 kc, is valid until June 1 and is conditioned upon WORL's showing that it is proceeding diligently in the prosecution of its appeal to the U. S. Court of Appeals for the District of Columbia.

WORL's brief to the Court of Appeals must be filed by March 1. FCC then has 25 days to file reply brief. The court is to reconvene in April and case is expected to be heard in April or May. Commission earlier has indicated the temporary authorization will be extended until settlement of the appeal. Renewal of license to WORL was denied by FCC last April and the decision reaffirmed in October [BROADCASTING, Oct. 27]. Six applicants for the station's facilities were heard in comparative proceeding in December by FCC.

Application Copies

COPIES of antenna patterns and related documents filed with applications at FCC are now available through Charles S. Goetz Co., 1030 20th St. N.W., Washington. Because of increasing requests for copies of such materials, FCC has awarded the contract to the commercial firm. Master copies of all directional patterns are to be prepared within 24 hours after filing at the Commission. Prices are on per page basis. FCC no longer will furnish copies.

Milestones

HOMER GRIFFITH, president of Homer Griffith Co. Inc., station representative, is celebrating his 20th year in radio. He entered the medium in February 1928 as salesman for KFWB Hollywood. . . . **James A. Byron,** news editor of WBAP Fort Worth, Tex., marked his 11th anniversary with the station, Feb. 13. Station estimates he has delivered 4,000 newscasts in that time. . . . **Kay Kyser,** celebrating his 10th year with NBC presently, on Feb. 29 was feted by the network and his sponsor, Colgate-Palmolive-Peet Co., at Beverly Hills (Calif.) Hotel.

The Mt. Sinai Duarte (Calif.) Medical Center Feb. 25 presented NBC Star **Jimmy Durante** with a "Heart of Gold" award in honor of his 33 years as an entertainer at a testimonial dinner, Biltmore Hotel, Los Angeles. . . . Same date **WHKK Akron** and city's **Advertising Club** marked their third anniversaries. Station had promotion tie-in. . . . **WEAW (FM) Evanston, Ill.,** on completion of its first year of operation issued promotional broadside outlining achievements to date. WEAW claims it has aired more live programs than all other Chicago metropolitan area commercial FM stations combined. . . . **Marschalk & Pratt,** New York, has begun its 26th year in the agency field.

Herbie Mintz, WENR Chicago pianist, Feb. 12 celebrated his 26th radio birthday. . . . **Ed Dinsmore,** "Morning Host" of WCOP Boston, marked his first year with the station Feb. 3. . . . Traffic Manager **Sterling V. Couch** of WDRC Hartford, Conn., has begun his 20th year with the station. WDRC Sales Representative **G. Arthur Peterson** enters his 17th year there. . . . **George Watson,** veteran staff announcer at WBBM Chicago, is now in his 21st radio year. . . . **Herbert Anderson,** director of Saturday *Chapel Echoes* program on WICC Bridgeport, Conn., has been in radio 21 years.

* * *

ANNIVERSARY breakfast marking Swift & Co.'s eight years on ABC's Breakfast Club was held at the Merchant's and Manufacturer's Club in Chicago following Feb. 16 broadcast. Discussing firm's sponsorship of 8:15-8:45 a.m. segment of show are (l to r): Hal Rorke, radio director of J. Walter Thompson Co., Tom Clark, ABC account executive, and Ken Craig, radio director of McCann-Erickson Inc.

* * *

WCPS Tarboro, N. C., has started its second broadcast year. . . . **Wilhelm-Laughlin-Wilson & Assoc.,** Dallas, Tex., branch of the Houston agency of that name, has begun its second year by moving into expanded quarters in the Melba Theatre Bldg. Original staff has been tripled. . . . Jan. 18 special 22nd anniversary broadcast of Mutual's **KFXJ Grand Junction, Col.,** featured appearance of Lawrence Tibbett, opera star, and host of other notables including Gov. Lee Knous, Sens. Edwin C. Johnson and Eugene Milliken of Colorado and Edgar Kobak, MBS president. . . . Feb. 1 was 18th birthday of NBC's University of Chicago Roundtable program, Sun. 12:30-1 p.m. (CST).

Estelle M. Sternberger, WLIB New York commentator, was feted on the air Feb. 5 during her third anniversary broadcast by William Shirer, ABC commentator; Dorothy S. Thackrey, station owner; Freda Kirchway, editor of *The Nation;* Walter White, president of the National Assn. for the Advancement of Colored People, and Charles Poletti, ex-Governor of New York . . . . **WMFF Plattsburg, N. Y.,** Feb. 3 on its 13th birthday was extended the thanks of the city for its work by Mayor Horace F. Davies.

BIRTHDAY PARTY marking 20th anniversary of American Forum of the Air, heard over Mutual from Washington Tuesdays 10-10:30 p.m., was held at Washington's Shoreham Hotel following anniversary broadcast last month. Helping Theodore Granik (second from r), founder and moderator of the program, cut the cake are (l to r): Kermit Roosevelt, authority on the Middle East; Dr. Emanuel Neumann, president of the Zionist Organization of America, and Sen. Owen Brewster (R-Me.), all of whom participated in the anniversary broadcast discussion.

U. OF MINN. CONCLAVE ON RADIO NEWS SET

SECOND Annual Radio News Short Course of the U. of Minnesota School of Journalism, scheduled March 5-6, will feature discussions of radio news problems by radio men from six northwest states. About 75 news editors and reporters are to attend.

Larry Lesueur, CBS United Nations correspondent; Dr. Kenneth H. Baker, NAB research director, and Dr. Wilbur Schramm, director of the U. of Illinois Institute of Communications Research, are to address annual dinner of Northwest Radio News Editors Assn., meeting during the sessions.

Discussions of radio's coverage of agricultural news, weather and special events will be led by Chris Mack, WNAX Yankton, S. D.; Charles Hilton, KGLO Mason City, Iowa, and Jack Swenson, WDAY Fargo, N. D. Session on local news coverage will be lead by Soren Munkhof, WOW Omaha. Paul Ziemer, WKBH La Crosse, Wis., will head group discussing problems of radio's access to the news. Sig Mickelson, WCCO Minneapolis, and Ray Thompson, KROC Rochester, Minn., will give views on news problems of different communities.

'47 Production, Income For U. S. Exceeds 1946

NATIONAL production and income were higher in 1947 than in 1946, according to estimates released by the Department of Commerce last week in its *Survey of Current Business.*

Gross national production, based on the market value of goods and services produced by the nation, were $230,000,000,000 in '47, 13% more than the '46 total of $204,000,000,000. National income, figured as the total earnings arising from current production, went from $178,000,000,000 in '46 to $203,000,000,000 in '47.

The report explains that the expansion in dollar totals "stemmed more from higher prices than from increased volume of production."

KYSM - FM in Mankato Is Planning Power Boost

RADIATED POWER of KYSM-FM Mankato, Minn., will be increased to 48 kw when construction work on the station's new 515-ft. tower is completed in a few weeks, according to John F. Meagher, general manager of the new FM station and of KYSM, Mankato NBC affiliate.

KYSM-FM took the air Jan. 31 after more than three years of preparation, Mr. Meagher stated. It is operating on an interim basis on 103.5 mc (Channel 278), using a temporary 65-ft. antenna. Power output is between two and three kw, Mr. Meagher said.

BROADCASTING

Comparative Network Program Schedule

March 1948

...WHERE

99 MILLION

PEOPLE

GATHER

EVERY

WEEK

CBS

For the meaning of this "big economy size" audience to advertisers, see back page of this insert.

BROADCASTING

SUNDAY

	ABC	CBS	MBS	NBC
6:00 P.M.	Lee Hats Drew Pearson (226) R	Prud'tl. Ins. Family Hour (151)	Quaker Oats Those Websters (450)	Catholic Hour S
6:15	Seeman Bros. Mon. Headlines (218) R	"	"	"
6:30	Goodyear Greatest Story (209)	Coca-Cola Pause Refreshes (163)	Cudahy Packing Co.	Am. Home Prod. Star Preview (126) R
6:45	"	"	Nick Carter (430)	"
7:00	Child's World S	Wrigley Gene Autry (152)	Trimount Sherlock Holmes (207)	Am. Tobacco Co. Jack Benny (161)
7:15	"	"	"	"
7:30	Exploring the Unknown S	CPP-Super Suds Blondie (149) R	Mutual Benefit Behind the Front Page (446)	F. W. Fitch Co. Alice Faye & Phil Harris (159)
7:45	"	"	"	"
8:00	Detroit Symphony (113) S	Wildroot Sam Spade (159)	Co-op A. L. Alexander	Standard Brands Chas. McCarthy (143) *
8:15	"	"	"	"
8:30	"	Gen. Motors Man Called X (160) R	Carter Products Jimmy Fidler (191)	Ford Motor Fred Allen (160)
8:45	"	"	Kaiser-Frazer Newscope (350)	"
9:00	Andrew Jergens Walter Winchell (215)	Campbell Soup Corliss Archer (146) R	Co-op Meet Me At Parkys (300)	Sterling Drug Man. M.-Go-R'd (141)
9:15	Andrew Jergens Louella Parsons (204)	"	"	"
9:30	U. S. Steel Theatre Guild (180)	Texas Co. Texaco Theatre (161)	Pharmaco Jim Backus (242)	Sterling Drug Alb. Fam. Music (141)
9:45	"	"	"	"
10:00	"	Escape S	Voices of Strings S	Eversharp Take It or Leave It (160)
10:15	"	"	"	"
10:30	Carter Products Jimmie Fidler (70)	Luden's Strike It Rich (156)	Lat'n-American Serenade S	Philip Morris Horace Heidt (160)
10:45	Music On Velvet S	"	"	"

MONDAY

	ABC	CBS	MBS	NBC
	(Not in Service)	Metro. Life Ins. Eric Sevareid (21)	Repeat of Kid Strips	News S John McVane
	"	In My Opinion S	"	Clem McCarthy 6:15-6:20 S Music—Liebert 6:20-6:30 S
	"	Chicagoans S	"	Sketches in Melody S
	"	P & G Ivory Thomas (76) R	"	Sun Oil Co. 3-Star Extra (33)
	Co-op Headline Edition (53)	P&G Dreft Beulah (70)	Co-op Fulton Lewis (339)	Liggett & Myers Supper Club (156) R
	Co-op Elmer Davis (46)	P & G Oxydol Jack Smith (80) R	* Dinner Date	Miles Labs. News of World (140)
	General Mills Lone Ranger (175) R	Campbell Soup Club 15 (150) R	Henry Taylor (437)	To Be Announced
	"	Campbell Soup Ed. Murrow (149) R	Bayuk Cigars Inside of Sports (103)	Pure Oil Co. Kaltenborn (35)
	John Hancock Ins. Co. (87) Point Sublime	Bromo Seltzer Inner Sanctum (149) R	Falcon S	E. I. duPont Cav. of Amer. (146) R
	"	"	"	"
	Buzz Adlam S	Lipton-Lever Arthur Godfrey (145) R	Pharmaco Charlie Chan (93)	Firestone Voice Firestone (137)
	"	*	*	"
	On Stage America S	Lever-Lux Soap Radio Theater (152)	Carter Products Gabriel Heatter (308)	Bell Telephone Telephone Hour (148) R
	"	"	Radio Newsreel Zenith Radio	"
	Sammy Kaye (176) S	"	Quiet Please S	Mars Inc. Dr. I. Q. (128)
	"	"	"	"
	Amer. Cyanamid Buddy Weed Trio (194)	Lever-Swan My Friend Irma (146)	Co-op & Mail Pouch (42) Fish n' Hunting	Carnation Co. Contented Hr. (149)
	Earl Godwin S	"	"	"
	Click Restaurant Orch. S	R. J. Reynolds Screen Guild (159)	Orchestra S	General Electric Fred Waring (160)
	"	"	"	"

TUESDAY

	ABC	CBS	MBS	NBC
	(Not in Service)	Metro. Life Eric Sevareid (21)	Repeat of Kid Strips	News S John McVane
	"	Frontier to Science S	"	Clem McCarthy 6:15-6:20 Music—Liebert 6:20-6:30 S
	"	Chicagoans S	"	Sketches in Melody S
	"	P&G Ivory Thomas (76) R	"	Sun Oil Co. 3-Star Extra (33)
	Co-op Headline Edition (53)	P & G Beulah (70)	Fulton Lewis, Jr. (339)	Liggett & Myers Supper Club (156) R
	Co-op Elmer Davis (46)	P & G Jack Smith (80) R	Orchestra S	Miles Labs. News of World (128)
	General Mills Green Hornet (160) R	Campbell Soup Club 15 (150) R	Kaiser Wendell Noble (423)	To Be Announced
	"	Campbell Soup Ed. Murrow (145) R	Bayuk Cigars Inside Sports (101)	Pure Oil Co. Kaltenborn (35)
	Youth Asks the Government S	Sterling Drug Big Town (147)	Mysterious Traveler S	Philip Morris Milton Berle (141) R
	Chr. Sc. Mon. Views the News R	"	"	"
	Co-op Town Meeting (56)	CPP Tooth Pwdr. Mr. Mrs. North (149) R	Pharmaco, Inc. Official Detective S	Lewis Howe Co. Date With Judy (146)
	"	" *	" *	"
	"	Gulf Oil We the People (118)	Serutan Co. Gabriel Heatter (206)	Lever Bros. Amos 'n Andy (128)
	"	"	Radio Newsreel Zenith Radio	"
	Boston Symphony S	DeSoto Plymouth Christopher Wells (160)	Greg. Hood S	S. C. Johnson Fibber McGee & Molly (141)
	"	"	"	"
	"	Studio 1 S	Amer. Forum Co-op	Lever Bros. Bob Hope (128)
	"	"	"	"
	It's Your Business (NAM) S	"	Orchestra (251) S	Brown & W'mson Red Skelton (160)
	In the Family (C10)	"	"	"

DAYTIME

SUNDAY

	ABC	CBS	MBS	NBC
9:00 AM	Coast to Coast on a Bus S	World News	Y. P. Church Rev. P. Crawford (258)	World News John McVane Co-op
9:15	"	Ballard & Ballard Renfro Folks (27)	"	Story to Order S
9:30	"	"	Tone Tapestries (250) S	Cameos of Music 9:30-10:00 S
9:45	"	Trinity Choir S	"	Hudson Coal Co. D. & H. Miners (13)
10:00	Message of Israel S	Church of Air S	Radio Bible Class (253)	National Radio Pulpit S
10:15	"	"	"	"
10:30	Southernaires S	"	Voice of Prophecy (259)	West'n Auto Circle Arrow (57)
10:45	"	"	"	Voices Down the Wind 10:30-11:00 S
11:00	Fine Arts Quartet S	College Choirs S *	Christian Ref. Ch. Back To God	Words & Music S
11:15	"	"	"	"
11:30	Hour of Faith S	Salt Lake City Tabernacle S	Northwestern U. Review (188) S	News Hilites S
11:45	"	"	"	Campana Solitair Time (18)
12:00 N	Texas Jim S	Invitation to Learning S	Pilgrim Hour Dr. C. Fuller (237)	Bunte Bros. World Front-Ns (19)
12:15 PM	Foreign Reporter S	"	"	"
12:30	World Security Workshop S	People's Platform S	Lutheran Hour Dr. W. Maier (318)	Eternal Light S
12:45	"	"	"	"
1:00	Amer. Future Sam Pettengill (203) R	Doorway to Life S	Wings Shirts Wm. Shirer (265)	America United S
1:15	Editor At Home S	"	Am. Bird Prod. Am. Warblers (15)	"

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
	Toni Co. Breakfast Club (212) R	Co-op News	Co-op Henry LaCossitt (138)	Honeymoon in New York S
	Swift & Co. Breakfast Club (127) R	Okla. Roundup S	Shady Valley Folks (200) S	"
	"	"	"	Clevelandaires S
	Philco Corp. Breakfast Club (242)	"	"	Nelson Olmsted S
	Libby, McNeill My True Story (196) R	Music You Know S	Co-op Cecil Brown (161)	Fred Waring Show *
	"	"	Faith Our Time (142) S	"
	Gen. Mills Betty Crocker (191) R	Manhattan Evelyn Winters (147) R	Say With Music Willard's Orch. (190) S	P & G Road of Life (150)
	Curtis Co. Listening Post (202)* R	Babbitt David Harum (54)	"	P & G Joyce Jordan (148)
	P&G Break. Hollyw'd (234) R	Liggett & Myers Arthur Godfrey (158)	Co-op Passing Parade Nesbitt S	Toni Co This Is N. Drake (143)
	Kellogg Co. Break. Hollyw'd (234) R	"	Tell Your Neighbor (160) S	Manhattan Soap Katie's Daughter (156)
	Kellogg Co. Galen Drake (204)	Contin'al Baking Grand Slam (48)	Phil Morris Hearts Desire (213)	Prud'tl. Ins. Jack Berch (136)
	West. Elec. Corp. Ted Malone (196) R	P & G Rosemary (64)	"	B. T. Babbitt Lora Lawton (96)
	P&G Welcome Trav. (183)	Gen. Foods Wendy Warren (145)	Kate Smith Speaks, Co-op (296)	"
	"	Lever Bros. Aunt Jenny (56)	Serutan Victor Lindlar (115)	Harkness of Washington S
	Out Of Service	Whitehall Helen Trent (77)	U. S. Service Bands (243) S	Words & Music S
	"	Whitehall Our Gal Sunday (78)	"	"
	Co-op Baukhage (82)	P & G Big Sister (88)	Co-op Cedric Foster (126)	Special Music S
	Co-op Nancy Craig (11)	P & G Ma Perkins (80)	Red Hook 31 (100) S	"

SATURDAY

	ABC	CBS	MBS	NBC
	Music By Maupin S	Co-op News	(Network Opens 9:30 A.M.)	Story Shop S
	"	Songs For You S	"	"
	Piano Playhouse S	"	News R. Hurleigh (95) S	Bill Herson Coffee With Con. S
	"	Saturday's Rhythm S	Practical Gardener	"
	Benj. Moore Co. Your Home Beautiful	Ferry-Morse Garden Gate (159)	Dixie Four S	Frank Merriwell S
	Seeman Bros.	Johnson Singers S (29)	"	"
	Hollywood Headlines (125)	Pet Milk Mary Taylor (139) R	Ozark Valley Folks (200) S	Swift & Co. A. Andrews (161) R
	Honeydreamers S	"	"	"
	Abbott & Costello Kid Show S	Cream of Wheat Let's Pretend (149) *	Bill Harring (166) S	Swift Meet the Meeks (161)
	"	"	"	"
	The Bosco Co. Land of the Lost (36)	Escape S	Say with Music Willard Orch. (190) S	Brown Shoe Smilin' Ed McConnell (156)
	"	"	"	"
	Junior Junction S	Armstrong Cork Theater of Today (158)	Pan-Americana Starr Orch. (252) S	Barriault Wash. News S
	Facing the Future S	"	Week in Wash. Albert Warner (261) S	Public Affairs S
	American Farmer (88) S	Bowey's Stars Hollywood (52)	Proarte Quartet S	Home Is What You Make It S
	"	"	"	"
	Luncheon with Maggi & Herb S	Pillsbury Grand Cen. Sta. (129)	Lacha. Sardi's Bill Slater (101) S	Allis-Chalmers Nat. Farm & Home Hour (161)
	"	"	"	"

	ABC	CBS
1:30	National Vespers S	Tell It Again S
1:45	"	"
2:00	Around the World (150) S	CBS Is There S
2:15	"	"
2:30	Co-op Mr. President	Dr. C. Hirsch S
2:45	"	Elmo Roper S
3:00	Morrell & Co. Lassie (105)	New York Philharmonic Symphony S
3:15	Julian Thompson	"
3:30	Sammy Kaye S	"
3:45	"	"
4:00	Sound Off S	"
4:15	"	"
4:30	Farewell Met. Opera (98)	Dick Farrell, Eric Sevareid & Bob's Co-ed. S
4:45	"	"
5:00	Treasury Agent S	Charlie Davis Plays S
5:15	"	Wayne Co. Here's to You (84)
5:30	Schutter Co. Counter Intelligence (188)	Cedric Co. Cedric Foster (158)
5:45	"	"

WEDNESDAY

MBS	NBC
Repeat of Kid Strips	News S John McVane Clem McCarthy 6:15-6:20 S Music—Liebert 6:20-6:30 S Sketches in Melody S
"	Sun Oil Co. 3-Star Extra (33)
Fulton Lewis, Jr. (339)	Liggett & Myers Supper Club (156) R
Orch. S	Miles Labs. News of World (140)
Electrical Union Arthur Gaeth (57)	To Be Announced
Bank Cigars Inside Sports (101)	Pure Oil Co. Kaltenborn (35)
Scarlet Queen (250)	Colg.-Palm.-Peet Dennis Day (156) R
"	"
High Adventure	Kraft Foods Gildersleeve (127) R
"	"
Carter Products Gabriel Heatter (270)	Bristol Myers Duffy's Tavern (135)
Radio Newsreel Zenith Radio	"
Racket Squashers	Bristol-Myers Dist. Attorney (135)
"	"
California Melodies	Am. Cig. & Cig. The Big Story (160)
"	"
Orchestra S	Rexall Stores Jimmy Durante (160)
"	"

THURSDAY

ABC	CBS	MBS	NBC
(Not in Service)	Metro. Life Ins. Eric Sevareid (21)	Repeat of Kid Strips	News S John McVane Clem McCarthy 6:15-6:20 S Music—Liebert 6:20-6:30 S Sketches in Melody S
"	Men & Books S	"	Sun Oil Co. 3-Star Extra (33)
Co-op Headline Edition (53)	P & G Beulah (72)	Fulton Lewis, Jr. (339)	Liggett & Myers Supper Club (156) R
Co-op Elmer Davis (46)	P & G Jack Smith (82) R	Orch. S	Miles Labs. News of World (128)
Rayve Henry Morgan Show	Campbell Soup Club 15 (150) R	Kaiser Wendell Noble (425)	To Be Announced
"	Campbell Soup Ed Murrow (149) R	Bayuk Cigars Inside Sports (101)	Pure Oil Co. Kaltenborn (35)
Ellery Queen S	P & G Lava FBI (145) R	Revere Camera Revere All-Star Review (52)	General Foods Aldrich Family (140) R
Candid Microphone S	"	Holly House S	"
The Clock S	Whitehall Mr. Keen (117) R	Mutual's Block Party S	General Foods Burns & Allen (142) R
"	"	"	"
General Electric Willie Piper (164) R	Auto-Lite Dick Haymes (159)	Serutan Co. Gabriel Heatter (156)	Kraft Foods Co. Music Hall (143)
"	"	Radio Newsreel Zenith Radio	"
Candid Microphone S	Anchor-Hocking Crime Photog. (145)	Ford Dealers RFD America (200)	Sealtest Village Store (93)
"	"	"	"
Lee Sweetland S	Hall Brothers Readers Digest (157)	The Family Theatre (269) S	R. J. Reynolds Bob Hawk Show (160)
"	"	"	"
Lenny Herman Quintet S	Campana First Nighter (57)	Dance Orchestra S	Pabst Sales Co. Eddie Cantor (146)
Earl Godwin S	"	"	"

FRIDAY

ABC	CBS	MBS	NBC
(Not in Service)	Metro. Life Ins. Eric Sevareid (21)	Repeat of Kid Strips	News S John McVane Clem McCarthy 6:15-6:20 S Music—Liebert 6:20-6:30 S Sketches in Melody S
"	Report from UN S	"	Sun Oil Co. 3-Star Extra (33)
"	Chicagoans S		Sketches in Melody S
"	P&G Ivory Thomas (76) R	"	Sun Oil Co. 3-Star Extra (33)
Co-op Headline Edition (53)	P & G Beulah (70)	Fulton Lewis, Jr. (331)	Liggett & Myers Supper Club (156) R
Co-op Elmer Davis (46)	P & G Jack Smith (80) R	Orchestra	Miles Labs. News of World (140)
General Mills Lone Ranger (175)	Campbell Soup Club 15 (151) R	Gen. Motors Henry Taylor (375)	To Be Announced
"	Campbell Soup Ed Murrow (149) R	Bayuk Cigars Inside Sports (101)	Pure Oil Co. Kaltenborn (35)
Norwich Phar. Fat Man (136) R	General Foods Baby Snooks (151) R	Philco Corp. Burl Ives (204)	Cities Service Co. Highways in Mel. (81)
"	"	Alan Dale S	"
Equitable Life This Is Your FBI (221) R	General Foods Danny Thomas (149) R	Leave it to the Girls	Colg.-Palm.-Peet Can You Too This? (142) R
"	"	"	"
Bristol-Myers Break the Bank (183) R	P. Lorillard Old Gold Show (147)	Noxema Co. Gabriel Heatter (169)	Brown & W'mson People are Funny (158)
"	"	Radio Newsreel Zenith Radio	"
Pacific C. Borax The Sheriff (191)	Int. Silver Ozzie & Harriet (152)	Co-op Informa Pleasa (288)	Sterling Drug Waltz Time (140)
Ch. Spark Plug Roll Call (215)	"	"	"
Gillette Sports (254)	Philip Morris Call for Music (145)	Co-op Meet the Press (277)	Centaur Co. Mystery Theatre (140)
"	"	"	"
"	Coca-Cola Spotlight Review (157)	U. S. Air Forces Tex Beneke	Colg.-Palm.-Peet Sports Newsreel (70)
"	"	"	Speakers from Washington S

SATURDAY

ABC	CBS	MBS	NBC
Vagabond S	News S Don Pryor	Orchestra	News Summary S
Music By Adlam S	In My Opinion S		Religion in the News S
Sports, N. Y. (107) S	Red Barber Sports Show S	"	NBC Symphony S
Communism & One World S	News S Larry Lesueur	"	"
Museum of Modern Music S	Mr. Ace & Jane U. S. Army	Hawaii Calls (360) S	"
"	"	"	"
Challenge of The Yukon S	Lambert Co. Abe Burrows (161) R	Kaiser Wendell Noble (425)	Mars Inc. Curtain Time (127)
"	Hoagy Carmichael S	Danton Walker Hy Gardner News S	"
Ross Dalan Detective (207) S	Suspense S	Ronson Metal 20 Questions (234)	P & G Life of Riley (137) R
"	"	"	"
General Mills Famous Trials (164) R	"	Keeping Up with the Kids S	P & G Truth or Conseq. (143)
"	"	"	"
E. Waterman Gangbusters (197)	Joan Davis Show Co-op	Stop Me If You've Heard This S	Am. Tobacco Co. Your Hit Parade (160)
"	"	"	"
Wine Growers Murder & Mr. Malone (68)	R. J. Reynolds Vaughn Monroe (155) R	What's the Name of that Song (300) S	Colg.-Palm.-Peet Judy Canova (141)
"	"	"	"
American Oil Prof. Quiz (101)	Pet Milk Sat. Nite Ser. (76)	Chicago Theatre of the Air (390) S	Colg.-Palm.-Peet Kay Kyser (141)
"	"	"	"
BaylotHoedown (107) S	It Pays To Be Ignorant Co-op	"	R. J. Reynolds Grand Ole Opry (158)
"	"	"	"

Time
6:00 P.M.
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SUNDAY

CBS	MBS	NBC
Tell It Again S	Alan Lomax S	Chic. Rd. Table S
"	"	"
Is There S	Air Force Show S	RCA Victor Show (153)
"	"	"
C. Hirsch S	Co-op Bill Cunningham (218)	Int. Harvester Harvest-Stars (158)
Show Boppers S	Veteran Wants to Know S (158)	"
New York Philharmonic Symphony S	H. C. Cole Mfg. Variety Show (107)	Sheaffer Pen Parade (162)
"	"	"
"	General Foods Juvenile Jury (96)	Stand. Brands I Man's Fam. (144)
"	"	"
"	General Foods House Mystery (449)	Miles Lab Quiz Kids (145)
"	"	"
Tom Farrell, Brighteyes & Uncle's Ch. S	Wilmsn. Candy True Detective (457)	To Be Announced
"	"	"
Martin Davis Sings S	D. L. & W. The Shadow (37)	Ford Motor Co. Ford Theatre (160)
Miles Co. Here's to You (84)	"	"
Electric Co. Electric Hour (235)	Holbrns Watch Quick as a Flash (365)	"
"	"	"

MONDAY - FRIDAY

ABC	CBS	MBS	NBC
(Not in Service)	P & G Dr. Malone (78)	Quaker City Serenade (227) S	Robt McCormick Co-op S
"	P & G Guiding Light (85)	Ralston Purina Cbd. Jamboree (152)	Robt. L. Ripley Co-op
Co-op Walt. Kierman (47)	Gen. Foods 2nd Mrs. Burton (65)	Co-op Queen for Day (454)	Gen. Mills Today's Children (136)
Co-op Ethel & Albert (42)	P & G Perry Mason (86)	"	Gen. Mills Women in White (137)
Sterling Drug Bride & Groom (201) R	Marriage For Two S	R. B. Semler Martin Block M-W-F (449)	Gen Mills (2:40 Betty Crocker 137)
"	Manhattan Rose of Dreams (160)	"	Gen Mills Light of World (58)
Quaker Oats Ladies be Seated (205) R	Campbell Soup Obie or Noth'g (107)	"	P & G Life-Beautiful (98)
Toni Co. Ladies be Seated (202) R	"	"	P & G Ma Perkins (144)
Nat. Biscuit Co. Whiteman Club (227)	Gen. Elec. House Party (160)	Pharmaco Song of the Stranger (133)	P & G Pepper Young (144)
R.J.Reynolds Co. Whiteman Club	"	"	P & G RighttoHap'ness (142)
Nestle's Prod. Whiteman Club (196)	Armour & Co. Hint Hunt (154) R	Co-op Erskine Johnson (340)	Sterling Drug Backstage Wife (143)
Wesson Oil Whiteman Club (180)	"	Co-op Johnson Family Scribner (337)	Sterling Drug Stella Dallas (142)
Treasury Show S	Winner Take All Co-op	Misc. Programs S	Sterling Drug Lorenzo Jones (142)
"	"	Two-ton Baker S	Sterling Drug Y. Widder Brown (142)
Co-op Dick Tracy	American School of the Air S	Adventure Parade S	Gen Fds When Girl Mar's (78)
Quaker Oats Co. Terry & Pirates (204)	"	Superman	Gen. Fds. Portia Faces Life (87)
General Mills Jack Armstrong •	Treasury Bandstands S	Wander Co. Capt. Midnight (125)	Whitehall Just Plain Bill (57)
Derby Foods Sky King •	Miles Lab. Lum 'n Abner (127) R	Ralston Purina Tom Mix (414)	Whitehall Front Page Far'l (56)

SATURDAY

ABC	CBS	MBS	NBC
Our Town Speaks S	Borden County Fair (161)	Symphonies for Youth	Ed. Tomlinson News
"	"	"	Report Europe S
Texas Co. Metro Opera (240)	Toni Co. Give & Take (158) R	To Be Announced	Music of the Moment S
"	"	"	"
"	Columbia Country Journal S	Bands for Bonds	Salute to Veterans S
"	"	"	"
"	Report From Overseas S	Sports Parade	Orchestras of Nation
"	Adv. in Science S	"	"
"	Cross Section USA S	MacAlester Singers	"
"	"	"	"
"	Treasury Bandstand S	Hospitality Club	Doctors Today
"	"	"	"
"	Saturday at the Chase S	Dance Orch.	To Be Announced
"	"	"	"
"	Philadelphia Orch. S	Lone Wolf	Dr. I. Q. Jr. Mars, Inc. (40)
"	"	"	"
"	"	Shotwell Mfg True or False (460)	Lenny Herman's Quintet S
Dorothy Fuldheim (30)	"	"	Wildroot King Cole Trio (159)

* EXPLANATORY NOTES

LISTINGS IN FOLLOWING ORDER: SPONSOR, NAME OF PROGRAM, NUMBER OF STATIONS, AND IN SOME INSTANCES, STARTING DATE; S INDICATES SUSTAINING, R RE-BROADCAST ON WEST COAST.

ABC

10:45-11:00 AM Tuesday, Club Aluminum Products Co. sponsors Club Time E over 47 stations Thursday, 10:15-11:00 AM, The Drackett Co., Dorothy Kilgallen B (103).

5:30-6:00 PM Jack Armstrong sponsored by General Mills and Sky King sponsored by Derby Foods are heard on alternate days, Monday through Friday.

CBS

11:00-11:00 AM Sat.-Sun., Curtis sponsors W. Sweeney News, 147 stations.

5:45-6 PM Bunn & Vine Co-op.

6:55-7:00 PM Mon.-Fri., Johns-Manville sponsors Bill Henry News on 60 stations.

6:55-7:00 PM News.

MBS

9-9:15 AM Monday through Friday Peter Paul sponsors 9 o'clock News.

7:15-7:30 PM Monday through Friday, Appalachian Coals sponsors Alvin Keller, News.

6:55-7 PM Monday through Friday Kraml & Masterale sponsor Billy Rose.

NBC

10:00-10:30 AM Tuesday and Thursday, American Meat Institute sponsors Fred Waring Show on 161 stations. On Friday, 10:00-10:30 A.M. Minnesota Valley Canning Co. sponsors Waring Show on 160 stations. Waring is substituting Mon., Wed.

9:30-10 PM Thursday, Falstaff Brewing sponsors Village Store on 11 stations.

BROADCASTING
The Weekly Newsmagazine of Radio
& TELECASTING

"Try the economy size"

Why do most of the biggest users of Radio buy "TIME" networks—the two top networks—though time on them "costs" more than on the other two?

Because in Radio (as in all other forms of distribution) the "big economy size" proves the better buy. Because *larger* audiences mean *lower* costs!

The two major U.S. networks have a balance of facilities that deliver more coverage. This—combined with their stronger programming—means *larger audiences delivered to advertisers at lower costs per listener.*

And in this final advertising pay-off, the impartial figures show that...

CBS delivers LARGER *audiences at a* LOWER *cost than* ANY *other network!*

Sports Radio Sells

(*Continued from page 18*)

would be hard to match the value we get."

The next year, 1936, the company started its athletic program with broadcasts of the Philadelphia baseball games of the Athletics and Phillies. That autumn the company went into football. The next year it broke into basketball. Eventually it built the sports program into a $750,000-yearly radio purchase.

Last fall, for example, it broadcast 250 football games and used the facilities of 96 radio stations covering the market area of 16 states from Maine to Florida and as far west as Columbus, Ohio. During the peak mid-season weeks, 12,555,350 radio-equipped homes could hear the broadcasts.

* * *

A BASEBALL breakdown for the past year shows:

- New England—80 games of the Boston major league teams broadcast over a network of 16 radio stations covering 1,800,000 radio homes.
- Eastern Pennsylvania — 87 games of Philadelphia teams broadcast over a network of 11 stations covering 1,500,000 radio homes.
- Western Pennsylvania — 87 games of Pittsburgh Pirates over a 14-station network covering 905,000 radio homes.
- Baltimore—33 games of Baltimore Orioles over WITH covering 230,000 radio homes.
- Florida—In Miami the company used WIOD to carry *Cochran's Sports News and Views* with a claimed coverage of 115,000 radio homes for 21 broadcasts and from WJAX Jacksonville used 61 newscasts to reach 113,000 radio homes.

Football was perhaps the toughest nut of all to crack. In the summer of 1936 many schools and colleges feared impact of broadcasts on the "gate." Socony-Vacuum planned to broadcast the Yale games over Yankee Network. Yale alumni, however, were anxious to have the games broadcast also to New York City, but Socony was not interested. Ayer bought time on WOR to cover New York.

Supremacy in East

The attendant publicity was important. If Yale was not afraid of radio why should other colleges be? The impetus provided by Yale's signing finally won Atlantic rights from other institutions which resulted in Atlantic's almost unchallenged supremacy in sports broadcasting in the East. That very first year it aired a full schedule of college football games. Out of the college games developed what has been called the "high school package." Ayer and Atlantic realized that in many communities the high school game is more important than any college game.

So sponsorship of key community games followed with the result that this past football season 79 high school games helped Atlantic sell oil. Pro football was a natural which came in during 1940 with broadcasts of the Philadelphia Eagles. Over a score of top pro games were carried in '47, including all the Eagles' and Pittsburgh Steelers' contests.

Atlantic also helped pay the freight for the first telecasts of college football games—the Penn games carried by the experimental Philco station in 1939. For eight years Atlantic has been in on these telecasts, finally becoming a full commercial sponsor when the Philco outlet went commercial as WPTZ.

Wally Orr and other Ayer officials feel that Atlantic has created a unique radio property and they don't fear that any other organization will duplicate it or would even try to duplicate it if they knew the problems involved.

The knitting together of many independent stations into a network for a particular game is a headache of major proportions—and on some Saturdays the agency has the problem of making up a score of different networks to carry 20 different games in as many different areas. Now, with AT&T cooperation, Ayer handles the line buying, with all its complications, saving about $25,000 a year.

* * *

ONE of the biggest problems was the scarcity of play-by-play announcers. This was solved by setting up schools for announcers prior to each baseball and football season. Much of the work of the school is handled by Les Quailey, of the Ayer radio staff. In the past few years, Mr. Quailey has been aided by Tom McMahon, of the Ayer radio department.

Rules and technical points of play are thoroughly explained at these sessions by outstanding officials and experts. Technique for improving play-by-play delivery is analyzed. Policies governing commercials are established.

Wally Orr gives Mr. Quailey full credit for developing a corps of top play-by-play announcers. Mr. Quailey considers men like Byrum Saam, Tom McMahon, Jim Britt, Claude Haring, Bill Sutherland, Vic Diehm, Jack Barry, Woody Wolf, Tom Manning, Lee Kirby, all Atlantic veterans, among the country's ace sportscasters.

Care in Commercials

Commercial sports announcements are carefully considered at the school. In the early days of sportcasting, when educational institutions were still suspicious of radio, all commercials were submitted to the schools and colleges. This no longer is done, but Atlantic is just as careful now as then about the commercials.

Among its policies are:

1, No commercials during play-by-play; 2, Commercials limited to between quarters and time outs; 3, Commercials must be in good taste, with testimonials not permitted; 4, Commercials are limited in time to same ratio as the policy of the network being used—normally running 8½ to 9 minutes for a 2½-hour broadcast. Commercial announcers are actually taken through Atlantic Refining plants on briefing tours in order to give them better understanding of the copy being written for them.

As the football season gets under way, some of the work of the school is supplemented by tips and letters printed in *Atlantic's Weekly Football Bulletin*. This is a publication for the announcers and radio personnel written by Alex Gaddess, Ayer executive. Occasionally Atlantic will use two sets of announcers for one game. One set will slant delivery to a network centered around one team while another set will report for a network in the locality of the other team.

"Few sponsors ever hang around long enough to cash in on a sports program," says Mr. Orr. "Atlantic has done so. And it has followed through with promotional and collateral material."

He explained how the company each year distributes football advertising kits to dealers, sets up point of purchase displays, gives out schedule books and builds dealer and consumer contests around games and displays.

He believes one-shot sports broadcasts, like a big boxing match, are not particularly good for Atlantic generally, though he concedes that sponsorship of such events can be of value for a particular purpose. He sees such events as valuable vehicles chiefly for introducing a new product where the need is to reach a huge audience with a big, initial story to tell.

* * *

WHEN Mr. Rollins, Atlantic's advertising manager, talks of the success of Atlantic's radio program he does not talk in terms of

(*Continued on page 40*)

The Atlantic Story . . .

Atlantic Refining Co. founded	1870
First entered radio	1931
Started radio sports program	1936
In 12 years of sports broadcasting has sponsored play-by-play of baseball games numbering	10,700
and of football games numbering	2,400
Currently spends for radio annually (Includes purchase of rights, time, line charges, announcers and administrative)	$750,000
Football broadcasts, 1947	250
Baseball broadcasts, 1947	287
Company assets, 1946 (Compares with total assets of top 30 oil companies in 1946 of $3,396,000,000)	$296,265,402
Gross Income, 1946	$229,227,011
Net Income 1946	$9,633,626
Gross Income, first 9 months, 1947	$223,757,523
Net Income, first 9 months, 1947	$10,836,518

ATLANTIC REFINING CO. and its advertising agency, N. W. Ayer & Son Inc., were honored last April at a banquet given by broadcasters and sportsmen. L to r, front row: E. S. Whitlock, general manager, WRNL Richmond, Va.; W. Wallace Orr, vice president of N. W. Ayer; Robert H. Colley, president of Atlantic Refining; John Shepard 3d, chairman of the board, Yankee Network; Harry A. Batten, president of N. W. Ayer. Back row, l to r: Frank R. Smith, then of WWSW Pittsburgh; Ernest Loveman, vice president and general manager of WPTZ Philadelphia; Edward Clery, general manager, WIBG Philadelphia; Connie Mack, manager of the Athletics; Clair R. McCullough, WGAL Lancaster, Pa., an NAB director, and Dr. Leon Levy, general manager of WCAU Philadelphia. Mr. Colley was given a miniature replica of the Rose Bowl and Ayer's President Batten was given a testimonial scroll bearing signatures of hundreds of sports and radio figures.

New York Area Stations Receive Military Honor

TWENTY stations serving the New York metropolitan area were awarded citations last week "for patriotic service performed during Army week in bringing to listeners the message, "A Strong America Is a Peaceful America."

Stations honored were WNBC WNBT WCBS WCBS-TV WMCA WOR WNYC WJZ WWRL WQXR WINS WHN WOV WBNX WGYN(FM) WHOM WLIB WNEW WEVD all New York, and WPAT Paterson, N. J.

The citations were presented after a luncheon at the Waldorf-Astoria Hotel, New York, by Lt. Gen. Courtney Hodges, First Army commander, who expressed his gratitude to the radio industry for its work in bringing the Army's cause before the public.

KRNT POINTS TO RADIO SIGNPOSTS

Dillon Sends 'Open Letter to Advertisers' To Local Merchants

IT IS ONLY the beginning of the story to say that Davidsons, a Des Moines furniture store, has just contracted with KRNT for a musical program, *The Tommy Dyer Show* Sunday 1:30-3 p.m. Phil Hoffman, KRNT manager and Cowles vice president, made the announcement; KRNT Salesman Frank Phelan made the deal; Arthur Phillips, Davidsons' advertising manager, signed the contract.

Mr. Hoffman

Mr. Phelan

Mr. Dyer

But the Davidsons contract followed receipt of a mailing piece KRNT Commercial Manager Bob Dillon sent to several hundred local advertisers advising them on the current radio picture, which had become confused through the influx of new stations.

The "open letter to advertisers," which mentioned no station by name—not even KRNT—encouraged advertisers to analyze the situation factually and statistically, decide which station they believe the best for the most economical investment—all factors considered—of their advertising dollars, then place virtually their entire radio budget with that station in an effort toward dominating the station's audience.

"'Time buying' has gone with the lush war years," said the letter. "'Audience buying' is here today."

Mr. Dillion concluded by saying: "Radio advertising is one of the most potent forms of advertising, but it must be bought wisely and used wisely. Most advertising men agree that it is unwise to buy a little advertising on many stations in a single market. They agree it is much better strategy for the advertiser with an average radio budget to place all his budget on one station with proved audience, listener loyalty, prestige, and known results . . . and to dominate that one station to as great an extent as possible. We think that is sound."

TRANSFER FOR WDUK IS GRANTED BY FCC

TRANSFER of control of WDUK Durham, N. C., involving expansion of ownership principally among families of original partners, was approved last week by FCC. Transfer application covering the trasactions was requested to be filed by the Commission last October in granting WDUK power boost from 1 kw daytime to 1 kw day and 500 w night on 1310 kc. Consideration involved is $32,010.

Permit originally was assigned by FCC in 1946 to a co-partnership of W. H. Lancaster Jr., W. W. Couch Jr. and S. H. Campbell Jr. In November 1946 the station was incorporated under the same equal ownership as WDUK Inc. Subsequently 64% of the stock, representing 3,201 of 5,001 shares, was sold at $10 per share to relatives. Upon learning that FCC approval was required, the present application was duly filed.

WDUK Inc. now is composed of the following: S. H. Campbell Jr., president and owner of 1,300 shares; W. W. Couch Jr., secretary-treasurer, 200 shares; W. H. Lancaster Jr., 300 shares; his wife Barbara B. Lancaster 300 shares; W. H. Lancaster Sr., president of WJHL Johnson City, Tenn., 700 shares; Harmon L. Duncan, vice president and general manager, 100 shares; his wife, Virginia L. Duncan, WDUK bookkeeper, 1,200 shares, R. C. Jones Jr., 24% owner WSPB Sarasota, Fla., 900 shares; T. F. Dooley, father of Mrs. Duncan, 1 share.

DR. HENRY NOBEL McCRACKEN, general secretary of National Conference of Christians and Jews, presented citation of distinguished merit to CBS for its "Liberty Road" series and praised it for the "really worthwhile contributions it has made to education."

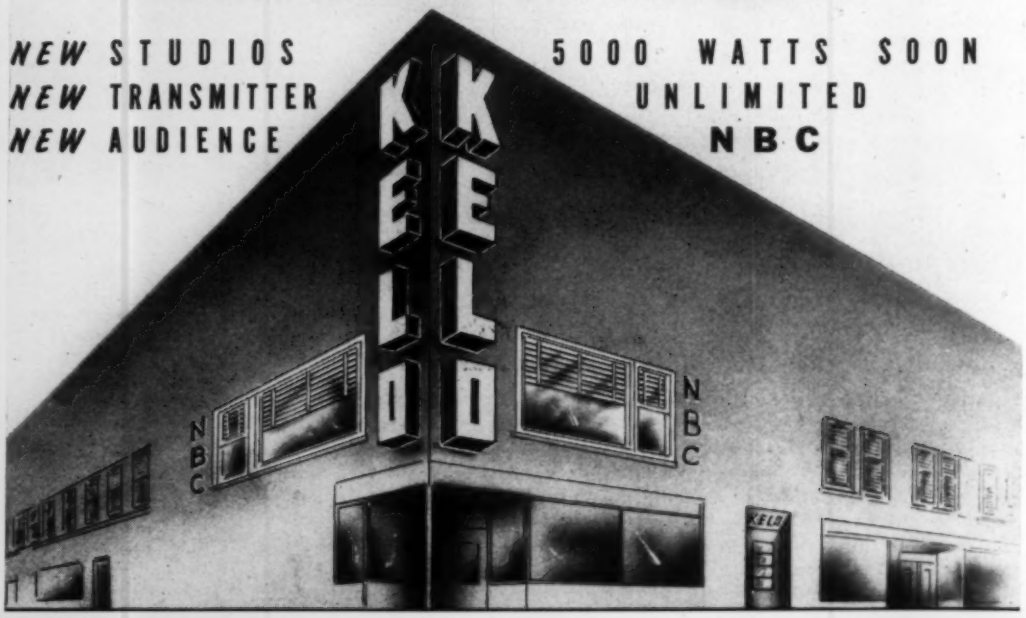
KELO

MIDCONTINENT BROADCASTING CO., INC.
SIOUX FALLS, SOUTH DAKOTA

A MEASUREMENT OF PROGRESS—

NEW STUDIOS
NEW TRANSMITTER
NEW AUDIENCE

5000 WATTS SOON
UNLIMITED
NBC



Consider— Then Contact JOHN E. PEARSON CO.

Three Beauties of the Deep South

1. STANTON HALL at Natchez, Miss. A famed plantation home of the Deep South.

2. ARMSTRONG TIRE PLANT at Natchez. Another new, progressive Southern Industry—another reason why this area is ahead of national average in increased income, increased buying power, and general prosperity.

3. WWL's COVERAGE OF THE DEEP SOUTH

50,000 watts—high-power, low-cost dominance of this new-rich market.

The Greatest SELLING Power in the South's Greatest City

WWL PRIMARY NIGHT-TIME COVERAGE
2,000,000 RADIO HOMES

WWL
NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY

50,000 WATTS - CLEAR CHANNEL
CBS AFFILIATE
Represented Nationally by The Katz Agency, Inc.

VETERANS of 12 years of announcing play-by-play for Atlantic Refining Co. are shown here with W. Wallace Orr (second from l in front row). Mr. Orr is vice president of N. W. Ayer & Son Inc., which has handled Atlantic account since firm started in radio. L to r, back row: Tom McMahon, an announcer now in the Ayer radio department, Claude Haring, Bill Sutherland, Vic Diehm, Jack Barry and Byrum Saam. Front row: Woody Wolf, Mr. Orr, Tom Manning and Lee Kirby.

Sports Radio

(*Continued from page 37*)

sales. He talks in terms of people reached. If people are reached, sales follow.

He feels that the public and particularly the motoring public which uses Atlantic products, is sportsminded. They tune in and keep listening because of the element of chance which characterizes almost all sports contests. Yet, when a particular game turns out to be uninteresting, he feels listeners will still come back for the next one.

In this respect, he feels, a sports program is entirely different from other programs particularly those featuring entertainers. When a screen personality, for example, fails to click on a show on a particular week because of script or delivery trouble, a listener is apt to scratch him from his radio list, he believes. But sports fans always come back, in his opinion.

Mr. Rollins does not, however, regard radio as the best medium for every purpose. He likes newspapers in breaking a big story, but thinks there is nothing like radio for day-to-day hammering away at the same kind of message.

Proof of Pudding

The company has had ample demonstrations of the selling job radio can do. Right after the war it introduced Atlantic Hi-Arc gasoline with multiple announcements. Listener surveys showed a high product identification with the sportscasts, which gratified the company. The Ayer agency likes to point to the way broadcasts have introduced specials in given areas, with attendant sell-outs.

Both Atlantic and Ayer feel that the sports program could not be duplicated by any other type of advertising in its blanketing of the Atlantic market area. They feel that both baseball and football schedules are integral parts of one program, not only in order to provide something like year-round coverage but because surveys show that somewhat different kinds of audiences are reached by football and baseball radio. Football audiences are usually on a higher economic level than baseball listeners, surveys showy. Atlantic wants to sell to both economic levels and is happy to reach both.

Television, Too

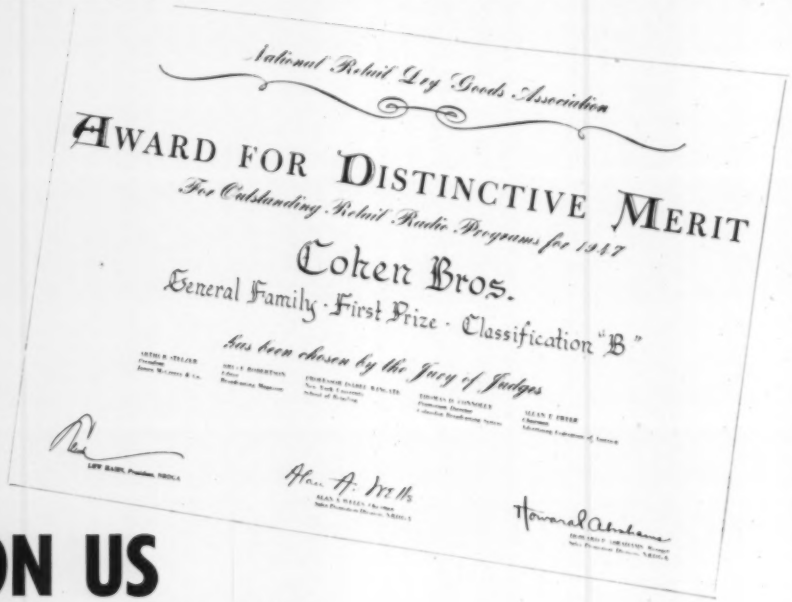
With this satisfaction in its current programming, Atlantic is not apt to change its radio buying habits. Mr. Rollins says, however, that television time buying will probably be considerably expanded, but for the next two years, the AM program will probably be held steady. After that, Atlantic may expand its AM baseball coverage into many of the top minor league areas in a move to parallel the way it expanded its top rank college football coverage down into the high school level.

Sure that Atlantic is on the right track with its radio sports program, Mr. Rollins says the company will continue the same sort of sponsorship as long as the public stays sportsminded and prices of such program production do not get out of line.

It is a promise that should reassure the sit-at-home sports fan

(*Continued on page 69*)

First Award


National Retail Dry Goods Association

AWARD FOR DISTINCTIVE MERIT

For Outstanding Retail Radio Programs for 1947

Cohen Bros.

General Family · First Prize · Classification "B"

has been chosen by the Jury of Judges

PARDON US
for bursting with pride . . .
but
we're here to say that
LOCAL PROGRAMMING PRODUCES!

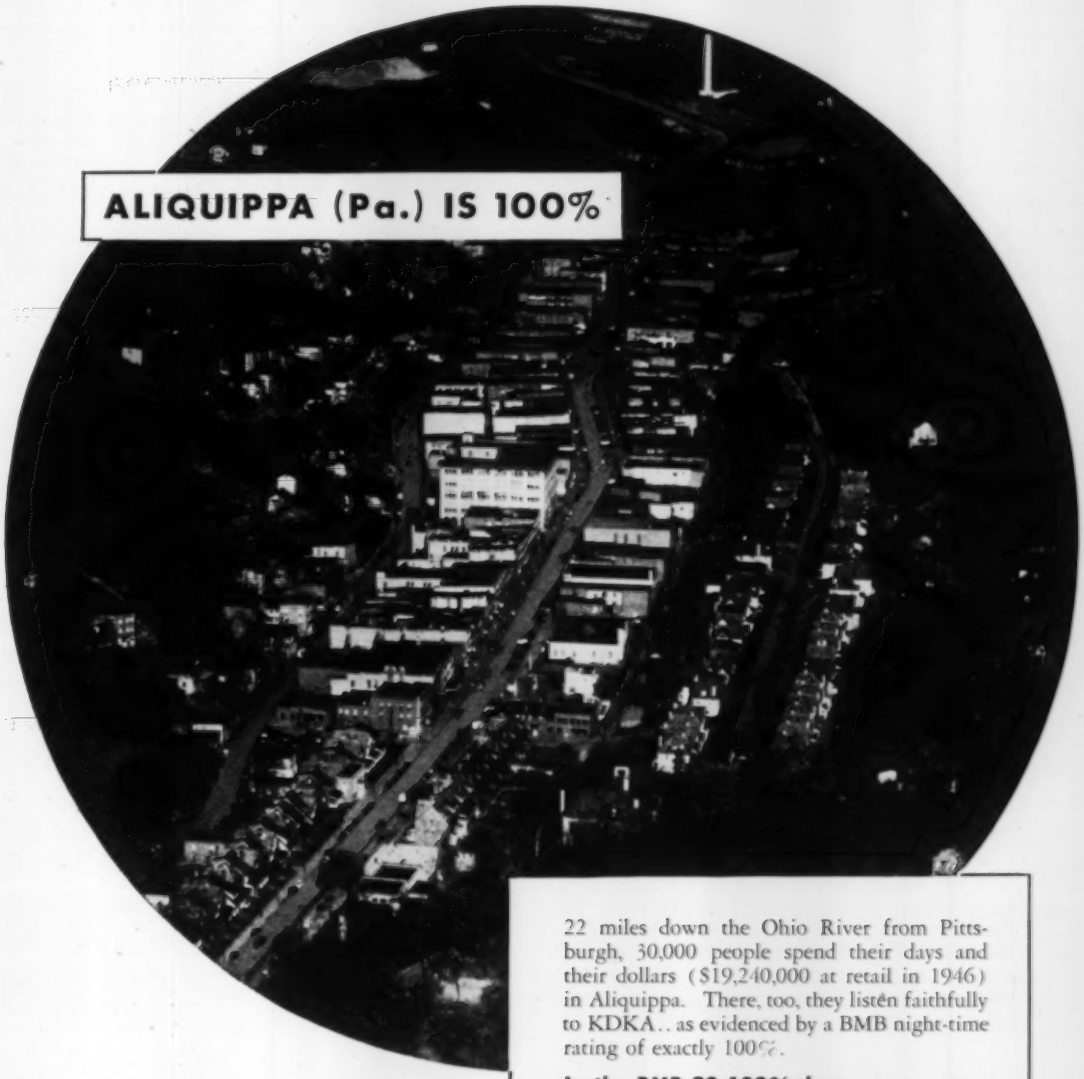
First place in the National Contest for the best retail radio programs for 1947 goes to Cohen Brothers' RADIO RECORD SHOP! The Radio Record Shop is typical of the caliber of local shows over WJHP and WJHP-FM.

WJHP-FM is now on the air eleven hours daily!

5000 Watts — **WJHP** — Jacksonville, Florida

National Representatives JOHN H. PERRY ASSOCIATES

New York — Philadelphia — Detroit — Chicago — Atlanta



22 miles down the Ohio River from Pittsburgh, 30,000 people spend their days and their dollars ($19,240,000 at retail in 1946) in Aliquippa. There, too, they listen faithfully to KDKA.. as evidenced by a BMB night-time rating of exactly 100%.

In the BMB 90-100% class, you can count 19 daytime counties and 24 night-time counties on the KDKA list. This represents a walloping percentage of the Pittsburgh market area, wherein two-thirds of the people live outside the Pittsburgh city limits. Altogether, BMB credits KDKA with 1,159,910 daytime families and 1,303,520 night-time families. Read all about it in "The Pittsburgh Story," a factual guide to listenership in the nation's sixth market. This pamphlet is yours at the drop of a postcard.

KDKA, Pittsburgh. *50,000 watts. NBC affiliate. Westinghouse Radio Stations Inc (KEX, KYW, WBZ, WBZA, WOWO, KDKA). Represented nationally by NBC Spot Sales—except KEX. KEX represented nationally by Free & Peters.*

JOHNSON
a famous name in radio
BROADCAST EQUIPMENT

Adjustable phase sampling loops
Isolation filters
Sampling lines
FM and AM concentric lines
Fixed capacitors
Variable capacitors
Phase sampling transformers
FM iso-couplers
Standing wave indicators
Tower lighting filters
Supports for open wire transmission lines
Pressurized capacitors
Neutralizing capacitors
Fixed inductors
Variable inductors
Write for specific information directly or through your consulting engineer.

E. F. JOHNSON CO.
WASECA, MINNESOTA

Management

EUGENE (Doc) POURNELLE, commercial manager of WHBQ Memphis, has been appointed manager, succeeding **E. A. (Bob) ALBURTY,** who has resigned to devote full time to public relations and Business Music Corp., in which he has an interest. Mr. Pournelle has been with WHBQ since 1934.

TED COTT, WNEW New York program director, has been appointed a vice president of that station. Mr. Cott joined WNEW as program director in 1943. He entered radio in 1934 as dramatic director for WNYC New York.

Mr. Cott

FRANK M. FOLSOM has been named a director of E. R. Squibb & Sons. Mr. Folsom also is executive vice president of Radio Corp. of America in charge of RCA Victor Div.; a director of RCA, NBC, Alexander Smith & Sons Carpet Co., John B. Stetson Co., Eversharp Inc., Coro Inc., and Radio Manufacturers Assn.

ARTHUR ROTHAFEL, son of famous New York showman S. L. "Roxy" Rothafel, has been appointed manager of WFEA Manchester, N. Y. He succeeds **MELVIN GREEN,** resigned. Mr. Rothafel previously was manager of WKBR Manchester and director of production at WCCM Lawrence. Prior to service with Army he wrote screen plays for several motion picture companies and had been head of radio department of Maxon Inc., New York, and later of Fletcher & Ellis, New York.

HARRY COYLE has been promoted from assistant manager to manager of remote operations of WABD New York, succeeding **JACK MURPHY,** now with WPIX, video station of The New York News now under construction. Bomber pilot during the war, Mr. Coyle has been with WABD for two years and with the station's remote unit since last April.

G. L. TAYLOR, president of Central Radio and Television Schools of Kansas City, has been re-elected vice president in charge of television of KMBC Kansas City. Mr. Taylor served in this capacity from 1942 to 1944.

ED SHARPE, formerly with WNEX Macon, Ga., has been named general manager of WOBS, new station scheduled to begin operations at Jacksonville, Fla., March 21.

GEOFFREY LANNING, attorney in FCC's Common Carrier Div., has resigned to become attorney in charge of St. Louis office of Securities & Exchange Commission. After four years' service in Navy he joined FCC in January 1946, assigned first to Rate Section and later to International Section, Common Carrier Div.

RICHARD GRAHAM, RCA Hollywood attorney, is in New York for two weeks' conferences with NBC.

ROBERT SAUDEK, vice president and director of public affairs for ABC; **ROBERT HUDSON,** director of education for CBS, and **DWIGHT B. HERRICK,** operation manager of public affairs and education department for NBC, were scheduled as guest speakers Feb. 26 in St. Louis at Radio Council of Greater St. Louis open forum titled "The Community Looks at Radio."

WILLIAM J. TOWNER, assistant to manager of KFBB Great Falls, Mont., is the father of a boy, William Joseph Jr., born Feb. 8.

G. BENNETT LARSON, director of television for WCAU-TV Philadelphia, and vice president of WCAU Inc., will be one of principal speakers at Boston U. Founders' Day Institute on March 12 and 13. He will discuss "The Sociological Effects of Facsimile." The Philadelphia Bulletin facsimile station was constructed under his supervision.

ROBERT O. MILLER, general manager of WSBC Chicago, has been awarded a Loyalty and Efficiency citation by American Legion, Illinois branch, for "distinguished service" in public service programming. Station simultaneously was recipient of Legion's Citation of Recognition for "most helpful cooperation . . . in the promotion of a program for betterment of the Community, State and Nation."

BUD FANTLE, president of KELO Sioux Falls, S. D., has been named chairman of advertising committee of Sioux Falls Chamber of Commerce, and head of Sioux Area Council fund-raising drive for Boy Scouts.

Bessie Mack, Auditions Director, Dies in N. Y.

BESSIE MACK, 56, auditions director for *Arthur Godfrey's Talent Scouts* on CBS and veteran of almost 40 years in radio and show business, died last week in Samaritan Hospital, Brooklyn, N. Y.

Miss Mack became executive assistant to Major Edward Bowes when the late impressario organized his first radio amateur show in 1935. She joined CBS after Maj. Bowes died in 1909 as secretary to Claude P. Greneker, a general press representative.

CBS STATION CHIEFS MEET MARCH 8, N. Y.

MANAGERS of the seven CBS-owned stations and others from stations represented by CBS Radio Sales are to hold their regular semi-annual meeting at the Ritz-Carlton Hotel, New York, March 8, 9 and 10.

CBS station managers expected to attend are Arthur Hull Hayes WCBS New York; Frank Falkner WBBM Chicago; Harold Fellows WEEI Boston; Maurice Mitchell WTOP Washington; Wendell Campbell, KMOX St. Louis; Merle Jones, WCCO Minneapolis-St. Paul and Harry Witt, KNX Los Angeles.

For CBS Radio Sales-represented stations: Charles Crutchfield WBT Charlotte, N. C.; Ivor Sharp KSL Salt Lake City; C. T. Lucy WRVA, Richmond; Thad Holt and Ed Norton, WAPI Birmingham, Ala.

Appointment Confirmed

APPOINTMENT of Neal Hathaway as manager of program promotion division of CBS Sales Promotion Dept. [BROADCASTING, Feb. 16] was confirmed last week by Victor M. Ratner, CBS vice president and director of advertising and sales promotion. Mr. Hathaway, who joined CBS in July 1944, replaces Thomas D. Connolly, who has been named assistant manager of program sales [BROADCASTING, Feb. 23].

MILESTONE
WSM Executive Honored For Long Service

HARRY STONE, vice president and general manager of WSM Nashville, was guest of honor a fortnight ago at several staff celebrations commemorating his 20 continuous years of service with the station.

Mr. Stone

After their regular Saturday night broadcast Feb. 14, the *Grand Ole Opry* entertainers—10 strong—gave a party for Mr. Stone. Another celebration attended by the entire staff was staged last week for the station official.

Mr. Stone joined WSM in 1928 after it was established by the National Life and Accident Insurance Co. as its only full time staff announcer. During the station's early days he was announcer and m.c. for the *Grand Ole Opry* programs. He became general manager of WSM in 1932. Mr. Stone is credited with providing the first real chance for radio success to such big name stars as James Melton, Irene Beasley, Kay Armen, Jeri Sullivan, Kenny Sargent, Bob Johnston, Dinah Shore, and Smilin' Ed McConnell.

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

PIONEER
of the Mountain Empire

For over 23 years, WDBJ has been the leading radio station in Southwest Virginia. It's the pioneer radio station in this rich market . . . and WDBJ is *number one* in listener loyalty, too! That's why WDBJ advertisers find their per-sale advertising costs low.

WDBJ alone covers Roanoke and most of Southwest Virginia.

Ask Free & Peters!

WDBJ CBS • 5000 WATTS • 960 KC
Owned and Operated by the TIMES WORLD CORPORATION
ROANOKE, VA.
FREE & PETERS, INC., *National Representatives*

WCKY

FIFTY THOUSAND WATTS OF SELLING POWER

C. E. HOOPER, INC. *Fall-Winter 1947 Report established that—*

WCKY share of audience, 8 AM-8 PM, Monday-Friday, in Cincinnati was *GREATER* than that of any other independent station in any market receiving fulltime, 4 network service.

WCKY share of audience, 8 AM-8 PM, Monday-Friday, in Cincinnati was exceeded by *only* one of four network affiliated stations in Cincinnati.

PULSE, INC. initial Cincinnati survey, covering November and December 1947, *confirmed*

WCKY LEADERSHIP AND VALUE

(See following pages)

8 AM - 8 PM STORY

PULSE OF CINCINNATI, November and December 1947, average ratings show the following block leadership for the 4 Cincinnati stations, exclusive of Network Station A, which is first in all brackets:

	1st	2nd	3rd	4th
8 AM-12 Noon, Mon-Sun	**WCKY**	Net Sta B	Net Sta C	Net Sta D
12 N-5 PM Mon-Sun	Net Sta B	**WCKY**	Net Sta C	Net Sta D
5 PM-7 PM Mon-Sat	**WCKY**	Net Sta B	Net Sta D	Net Sta C
7 PM-8 PM Mon-Sat	Net Sta B	**WCKY**	Net Sta C	Net Sta D

IN COMPETITION WITH THE LEADING PROGRAMS OF FOUR NETWORKS, NOTE THE AUDIENCE HELD BY THESE TYPICAL WCKY FEATURES.

Program	Time	Avg. Share Audience Mon thru Sun
WCKY BALLROOM	**10 AM-12 Noon**	**22.2**
WALTZ TIME	1:00-2:00 PM	21.0
DAILY HIT PARADE	6:15-7:00 PM	19.5

INVEST YOUR AD DOLLAR WCKY'S-LY

8 PM - 12 MIDNIGHT STORY

WCKY JAMBOREE, directed to rural and small town audience, with

PROVEN, CONSISTENT LISTENERSHIP in

10 OUTSIDE SOUTHERN STATES*

as well as

METROPOLITAN CINCINNATI**

*OVER *30,000* PIECES OF MAIL WEEKLY

**5.0* PULSE AVERAGE RATING, MON-SUN

BMB? . . .WCKY listenership in *386* counties of total of 856 counties in 10 states.

L. B. Wilson

WCKY

CINCINNATI

FIFTY THOUSAND WATTS OF SELLING POWER

Editorial

Sun-Struck

AT THE moment radio is muffing a golden opportunity to cure one of its worst and most costly operational ills—the time-change reshuffle that occurs twice a year when some 34 states recognize DST and the balance remain on standard time.

There's sentiment in Congress for action. Legislation is pending for the declaration of uniform *standard* time, which would eliminate Daylight Saving Time altogether. Last week legislation was introduced by Sen. Clyde M. Reed (R-Kan.) for uniform DST (S-2226) and, if there's sufficient public support, it probably can be enacted.

The Overton Bill (S-2041) for uniform *standard* time will be called to hearing soon at the author's request. Enactment over the opposition of the DST states would be a legislative miracle. The additional daylight hour from April through September is too ingrained in the living habits of the city dweller to be abandoned. Thus, as a practical consideration, declaration of uniform *standard* time wouldn't end the confusion. It would only prolong it.

Of course, there's no positive assurance that uniform *daylight* time would be observed in the 14 states that now have standard time during the summer. But there are less of them to be won over, and in all of them sharp division exists on the time question, particularly since they are aware of the benefits which accrued to them during the war, when universal DST was decreed as a national emergency measure by the President.

NAB, through President Miller, has advised Acting Chairman Charles W. Tobey of the Senate Interstate Commerce Committee that broadcasters almost unanimously favor *uniform* time. *But* he concludes that they are divided almost equally on whether it should be *standard* or *DST*.

Judge Miller's espousal is all right as far as it goes, but we do not feel it goes far enough. If, as we contend, uniform *standard* time is impractical because it won't be observed, why not then go the full distance to DST, which, if observed, would give the full measure of relief for the listening public, the broadcasters, and the buyers of time?

A makeshift plan for delayed broadcasting of network programs to non-daylight areas is being devised by the networks for this year to meet the time change dilemma as best they can. This highly complex and expensive undertaking would be unnecessary if uniform *DST* is decreed.

Radio is not alone in its time-plight. The railroads, airlines, shipping companies, shippers and other interstate operators are plagued by it. Interstate travelers are hard-pressed to determine whether they're an hour behind or ahead. And the harried listener doesn't know when he'll get what, if he's in a standard zone.

We hope the bill for uniform DST is acted on promptly. We hope that at the hearings before the Senate subcommittee, expected to be set for the week of March 22, broadcasters, radio advertisers and their agency spokesmen will appear in the interests of their radio listeners and of prudent management. It is their opportunity to urge legislation that will end the folly of wasteful, unnecessary, and scatter-brained time shifts in two-thirds of the states, while the others continue sun-struck.

Today: FCC vs. FCC

AN EXTRAORDINARY legal proceeding begins today. The FCC goes on trial before the FCC.

The case is labeled the right of the broadcaster to editorialize over his own microphone. The FCC is called upon to determine whether it acted within its authority and in wisdom seven years ago when it held, in the now celebrated Mayflower case, that "a truly free radio cannot be used to advocate the causes of the licensee." That ruling, which couldn't be appealed because the station license involved was renewed, was premised on the "limitation of frequencies inherent in the nature of radio."

Seven years later, the picture is changed. Only one of the members of the FCC who participated in the Mayflower decision is now on the Commission—Vice Chairman Paul A. Walker. The situation is different in another way: There are more broadcasting stations authorized in the United States than there are daily newspapers published!

Some 60 witnesses are scheduled to testify. A scanning of the list (see story this issue) indicates that those who would favor a ban on editorializing (many of them favor Government radio *per se*) heavily outnumber the proponents of a free radio, on equal footing with a free press as guaranteed by the Bill of Rights. It is worthy of note that the FCC Law Dept., when it issued the "invitations" virtually called the roll of the left-wingers.

This is no trial in the ordinary sense. The FCC has no authority, expressed or implied, to "legislate" restrictions upon freedom of speech. But no group of Americans know better than the broadcasters that many a stricture upon radio's freedom has been committed in the name of the routine regulatory processes. Following the Mayflower decision, by some years, came the Blue Book, and then the Lemon Book dealing haphazardly with the economics of broadcasting; there were the network-monopoly regulations, and, of most recent vintage, the vicious damned-if-you-do and if-you-don't dicta in the Port Huron case wherein the FCC majority holds stations cannot censor political broadcasts.

The bare-bones issue in the Mayflower case is whether the broadcaster has the right to advocate. All that radio asks is the right accorded every other American—the right to express his opinion. Radio lost the right by default, because there was no appeal. Now radio seeks to have the dictum rescinded.

Simple as this appears, we venture you'll hear all kinds of legalistic and leftist abracadabra this week. The labor unions, led by CIO, will be there *en masse*, flanked by the guilds and the federations. Mr. Petrillo's union has entered an appearance. So has Charles A. Siepmann, the ex-BBC executive who was smuggled into and out of the FCC for the Blue Book job.

What radio will do with its right to editorialize, should this new and, we trust, more worldly wise FCC decree it without further legalistic ado, is for the broadcaster's decision. It will be his responsibility, just as it's the responsibility of the publishers of the *New York Times*, the *Daily Worker*, the *Chicago Tribune* and of the publishers of the late *Literary Digest*, the New York *World* and a host of other publications which lost public favor. Watch the FCC actions and you'll find there are holders of construction permits who are turning them back in increasing numbers. Not certainly, because there's a scarcity in facilities. Newsprint supply is lots tighter, we hear.

Our Respects To—

MAURICE BERNARD MITCHELL

WHEN Maurice Mitchell was editor of a Gouverneur, N. Y., weekly, he had to work with a linotype operator who was not only deaf and dumb, but also had but one good eye, and was an independent cuss in the bargain. When the man didn't feel like following Mr. Mitchell's written instructions, he shrugged his shoulders, pointed to his eye and set the line in his own way.

After two weeks of this stalemate, Mr. Mitchell came up with a typical "Mitch" solution—he learned to talk on his hands. "What else could you do with a deaf mute who can't read?" he asks.

For anyone who knows Maurice Mitchell, who has just succeeded Carl Burkland as manager of the 50-kw CBS Washington station, WTOP, the incident isn't unusual. When he amazes his cohorts with such ingenuity, he shrugs his shoulders and tosses off a "Well, what else could you do?"

One of the youngest station managers in the country, Mr. Mitchell has packed double the usual lifespan of experience in his 32 years.

He began his jet-propelled career as editor of the DeWitt Clinton high school newspaper in New York City, where he was born, Feb. 9, 1915. On graduation he received the Bossom Award for citizenship, given that year to but seven youths.

His next move was to "get off three subway stops earlier" for N. Y. U. The young "Mitch" became editor of the school newspaper in his junior year—a most unusual occurrence for N. Y. U. Mr. Mitchell seemed even then destined to have trouble with printers. The 2nd Ave. print shop that handled the school paper was staffed with Serbians who spoke no English.

Mr. Mitchell was on his second lesson of *You, Too, Can Learn Serbian*, when the *New York Times* offered him a job. Though the job was being a runner and copy boy for the classified department, he left school to take it. "All I wanted was to be editor of the paper," he admits.

After two months Mr. Mitchell stepped into a glass-enclosed slot complete with earphones and a nervewracking quota of making 100 classified ad solicitations a day over the telephone—"the best experience in selling anyone could have."

One day he sold himself over the phone, quite unexpectedly, to a grandson of Woolworth's who was starting a newspaper in New York's Yorkville. He asked Maurice

(*Continued on page 48*)

Take the GUESS out of Buying

with WOV's 5 Audited Audiences

YOU DON'T HAVE TO JUMP TO CONCLUSIONS. Audited Audiences, WOV's new and more intelligent approach to radio gives you specific market information that will help you "TAKE THE GUESS OUT OF BUYING."

WOV knows and wants you to know who its listeners are; where they live and shop; what they earn, spend and buy; what they like and dislike. This is the basis of Audited Audiences. This is the dope the advertising business wants from radio. Audited Audiences means keying your advertising to known individuals rather than trying to reach an unknown mass audience.

This vital, statistical inside information together with WOV's continuing Pantry Survey showing the sales acceptance of 365 items in 37 different classifications are available now without obligation. Get the facts... a WOV salesman will give you specific market information so that you, too, can

TAKE THE GUESS OUT OF BUYING.

Ralph N. Weil, General Manager • John E. Pearson Co., National Representative

★ WAKE UP NEW YORK *with Bill Williams*
★ 1280 CLUB *with Fred Robbins*
★ BAND PARADE *with Bill Gordon*
★ PRAIRIE STARS *with Rosalie Allen*
★ ITALIAN MARKET OF 2,100,000 Italian-speaking Americans. *Larger than Pittsburgh.*

WOV
NEW YORK

WISCONSIN'S
newest and
MOST POWERFUL
RADIO STATION
in MADISON
the Capitol City
10,000 Watts
1070
on your dial
WKOW
AFFILIATED M. B. S.
MADISON 3, WISCONSIN
HEADLEY-REED COMPANY

Respects

(*Continued from page 46*)

Mitchell to be his advertising manager.

"It was an amazing operation," he recalls. "I got $35 a week, was taken to the printing plant in a limousine with a liveried chauffeur, and was told to hold down the number of ads."

Mr. Mitchell soon got tired of not selling ads, and when he was offered the job of taking over the weekly paper in Gouverneur, N. Y., the *Tribune Press*, he took it. He completely restyled the sheet, besides running the entire operation alone.

For his outstanding job he copped a New York Press Assn. award for the best written weekly newspaper and a national NEA award for advertising excellence.

After two years he went with the Gannett newspaper in Ogdensburg, N. Y., as advertising manager. "We roped in the ads every way we could. For instance, when we tried to get Socony-Vacuum they said they couldn't afford it because their taxes were too high. So we went to the city council and got their taxes reduced."

The only radio station that could be heard there at that time was the old CFLC across the river in Canada. Mr. Mitchell sold the station on the idea of his paper doing a twice-daily newscast on the air. "Who's going to do it?" asked Mr. Mitchell after he had concluded the deal. "I guess you'll have to," was the answer. "This was your idea."

As he crossed on the ferry he used to edit his AP copy and strew the boat with the rejected items. "Then one day," he remembers, "I took the garbage and left the newscast on the ferry deck."

While he was newscasting, selling ads, dabbling in real estate and tax matters—all to sell more ads—he was also taking pictures for the paper, learning how to run a linotype machine, and operate a ham radio station.

After two and a half years in Ogdensburg, Mr. Mitchell went to the *Democrat Chronicle* in Rochester as salesman. But he was there only three months when he transferred to the other Gannett paper in Rochester, the *Times-Union*, as national sales and sales promotion manager.

At the height of his advertising career, "Mitch" Mitchell was "greeted" by Uncle Sam. He got into the Armored Command of the Army. "My tests showed I had a remarkable mechanical aptitude. Maybe all this time I should have been a plumber."

Radio Course

With 29 others of extraordinarily high I. Q., he was selected as "guinea pig" for an experiment in learning radio code in six weeks. This was the same curriculum that the Navy was giving in a stepped-up nine months course and the Army in a year. Mr. Mitchell got through with flying colors, but "I was dit-happy for six months after."

He then went to a camp where he became an expert in tank-infantry communications using FM. There he suffered a bad spine injury that mustered him out and that still bothers him constantly.

When he got out of the Army, he decided he didn't want to return to newspaper work. A Gannett man told him about an ad in BROADCASTING. He answered it, got the job, that of press and sales promotion manager of WTOP. That was in February 1945.

Within a year he gained for himself the reputation of one of the keenest public relations men ever to hit the town that probably has more public relations men per capita than any other in the world.

In January 1946 he moved into the sales managers' job. Right off the bat he sold WTOP's own daytime serial, *Janice Gray*, which had been running sustaining for a number of years. "A lucky break," he says. "I just went to the right guy. 'You want to buy it?' I said. He said 'Yes.' That's all there was to it."

His sales acumen was so great that after two years—on Jan. 9—he was sent to CBS Radio Sales, New York as salesman. At the same time WTOP Manager Burkland was named general sales manager of Radio Sales. After seven days in New York Mr. Mitchell was hurried back to Washington to become WTOP's general manager.

The greatest help he ever had in the radio business, he says, is the commercial radio course he taught at American U. last year. "I was teaching the students and keeping one chapter ahead of them all the time," he cheerfully admits. But according to the school and especially the students the course was an outstanding success. He is now, spurred on by NAB, writing a book on commercial radio selling based on his outline of the course.

At present he and Mrs. Mitchell —the former Mildred Roth—plus four and a half-year old Lee Mark (Skippy) are busy looking for a place to live in Washington.

He is a member of the National Press, Optimist and Advertising Clubs and a member of the Washington Board of Trade.

His favorite indoor sport is wearing "sincere" ties—as wild as they come. The vivid colors and designs don't bother Mr. Mitchell at all. He's color blind.

Commercial

LEO B. KEEGAN, local sales manager of WNLC New London, Conn., has been appointed commercial manager of WNLC and WNLC-FM, with supervision of both local and national sales. Mr. Keegan joined WNLC in 1946 following four years with WNBC Hartford (now WONS), where he served as commercial representative, sports and special events announcer.

M. C. BISHOP, former account executive with WMBR Jacksonville, Fla., for past five years, has been named commercial manager of WOBS, new station scheduled to begin operations at Jacksonville March 21.

BETTY MASON, member of traffic department of KIRO Seattle, has been named traffic manager, succeeding **FRANCES BRAID**, resigned. **ROBERT WORLEY** has joined the traffic department. **LORRAINE HANSEN** has rejoined KIRO sales department after two years in Italy with her husband, who served with U.S. Maritime Commission.

WADE THOMPSON, former promotion manager of KQW San Francisco, has been appointed manager of sales promotion and advertising of DuMont television network, succeeding **CHARLOTTE STERN**, who resigned to go to West Coast. Associated with radio since 1935, Mr. Thompson served with the Navy in public relations work on Pacific Coast during the war, and has since been with NEA Service, New York.

FRIEDENBERG AGENCY, New York station representative, announced last week that its telephone numbers have been changed to Plaza 7-7655 and Plaza 7-7656.

JERRY CAMPBELL, formerly with WLS Chicago, has been appointed manager of Chicago office of Donald Cook Inc. station representative.

HAROLD (Buzz) DAVIS, New York representative for WCAU Philadelphia, and Lillian Mae Smith were married in New York Feb. 7.

WILLIAM DOOLEY, Chicago office manager of Homer Griffith Co., national station representative, has resigned to accept a post with WTTH Port Huron, Mich.

JAMES V. McCONNELL, NBC director of spot sales, left New York Feb. 18 on his annual business trip to Chicago, Los Angeles, and San Francisco. **JOHN S. DERUSSY**, NBC national spot sales manager, is supervising the department during Mr. McConnell's three-week absence.

HARRY R. McLAY, commercial manager of CKGB Timmins, has been elected first vice president of newly-formed Junior Chamber of Commerce of Timmins, Ont.

YOUR NEW CHEVROLET OR BUICK
STARTS HERE

FLINT . . . world's 2nd automobile city
FLINT, Bay City and Saginaw do most of the business for E. Central Michigan. Until WTCB, Flint and six surrounding counties had no adequate NBC coverage. Now, WTCB-NBC covers Michigan's 2nd market . . . the million listeners with the billion dollar income.
TRENDLE-CAMPBELL BROADCASTING CORP.
WTCB
FLINT, MICHIGAN
DETROIT
1000 Watts Day — 500 Night
600 KC
Paul H. Raymer, Representative

By every measurement WTIC dominates the prosperous Southern New England Market

Paul W. Morency, Vice-Pres.—Gen. Mgr. Walter Johnson, Assistant Gen. Mgr.—Sls. Mgr.
WTIC's 50,000 watts represented nationally by Weed & Co.

BMI *Pin-up Sheet*

Hit Tunes for March

(On Transcriptions)

ALL DRESSED UP WITH A BROKEN HEART (Marks)
NBC-THESAURUS—Navatime Trio
STANDARD—Lawrence Welk
WORLD—Russ Morgan
LANG-WORTH—Johnny Thompson

DREAM PEDDLER, THE (Peer)
Frankie Carle—Col. 38036
Sammy Kaye—Vic. 20-2652
Hal Derwin—Cap. 481

FOOL THAT I AM (Hill & Range—Mutual)
NBC-THESAURUS—Novatime Trio
STANDARD—Rudy Sooter
LANG-WORTH—Airlane Trio

I WOULDN'T BE SURPRISED (Republic)
NBC THESAURUS—Sammy Kaye

LET'S BE SWEETHEARTS AGAIN (Campbell-Porgie)
ASSOCIATED—Mindy Carson
NBC-THESAURUS—Novatime Trio
WORLD—Eddy Howard
LANG-WORTH—Lenny Herman
" Shep Fields
" —Airlane Trio

LOVE IS SO TERRIFIC (Mellin)
NBC-THESAURUS—Jumpin' Jacks
WORLD—Les Brown

PASSING FANCY (BMI)
ASSOCIATED—George Towne
LANG-WORTH—Larry Clinton
WORLD—Les Brown

TERESA (Duchess)
NBC-THESAURUS—Music of Manhattan
LANG-WORTH—Lenny Herman
STANDARD—Curt Massey
" Les Paul Trio

WHO PUT THAT DREAM IN YOUR EYES? (Stuart)
LANG-WORTH—Chuck Foster
CAPITOL—Buddy Cole
STANDARD—Dick Jurgens

WHY DOES IT HAVE TO RAIN ON SUNDAY (Johnstone)
LANG-WORTH—Four Knights
NBC-THESAURUS—Sweetwood Serenaders
WORLD—Nat Brandwynne
STANDARD—Freddy Martin

YOU'RE GONNA GET MY LETTER IN THE MORNING (London)
WORLD—Charlie Spivak
NBC-THESAURUS—Slim Bryant

YOU'VE CHANGED (Melody Lane)
STANDARD—David Le Winter

Coming Up

A BED OF ROSES (Johnstone)
A FEW MORE KISSES (Patmar)
I'M LOOKING FOR A SWEETHEART (Jay-Dee)
I LOVE YOU, YES I DO (Lois)
IT'S EASY WHEN YOU KNOW HOW (Pemora)
I WANT TO CRY (Excelsior)
JUNGLE RHUMBA (Duchess)
LOVE IS FUN (Encore)
MY PROMISE TO YOU (BMI)
RHUMBA JUBILEE (Amigo)
ROSALINDA (Cherio)
SOMEONE CARES (Campbell-Porgie)
SWING LOW SWEET CLARINET (Stuart)
THERE I GO (BMI)
TROUBLE IS A MAN (Regent)
WHO'S GOT ALL THE DOUGH (Alvin)

BROADCAST MUSIC INC.
580 FIFTH AVENUE • NEW YORK 19, N. Y.
NEW YORK • CHICAGO • HOLLYWOOD

Allied Arts

TOBY DAVID, comedian and m.c. formerly with WJR Detroit, has established Broadcast Productions Inc., agency devoted to creating, packaging and producing programs for aural radio and television. Offices are located at 1313 Lafayette Bldg., Detroit. Mr. David previously was with CKLW Detroit, WMAL Washington and with old Blue Network in New York. Associated with him in new organization are **LOIS MICHELS**, secretary and treasurer, formerly with Powell-Grant, Detroit, Fred Eldean Organization and CKLW; and **DAVID E. HILL**, vice president, formerly with Powell-Grant as account executive and copy chief.

NORMAN B. KRIM has been appointed manager of Receiving Tube Div. of Raytheon Manufacturing Co., Waltham, Mass. Mr. Krim succeeds **CARL J. HOLLATZ**, vice president of Belmont Radio Corp., Chicago, a Raytheon subsidiary, who becomes general manager of Belmont.

Mr. Krim

KLING Studios Inc., photography and art firm with offices in New York, Chicago and Detroit, has announced opening of new television division which will produce and sell video packages created and produced by the studios. Headquarters for new department will be Chicago. Heading department are **JACK LIEB**, veteran motion picture producer and cameraman; **FRED NILES**, former announcer at WAAF Chicago, and **FRAN JACKSON**, publicist.

LIEUT. GEN. PEDRO A. del VALLE (U.S.M.C.) has been elected vice president of International Telephone & Telegraph Corp and of International Standard Electric Corp., IT&T subsidiary.

JOSEPH H. HEALY, former radio director of Romer Adv. and television and radio director of Art Ads Agency, both of Washington, D. C., has established new television production firm, Healy Television Productions, with offices at 3023 14th St., Washington. Telephone HObart 0804. Firm will specialize in creation of live video talent shows built for specific sponsor.

ASSOCIATED MUSIC PUBLISHERS Inc., a wholly-owned subsidiary of Broadcast Music Inc., has obtained sole selling rights to catalog of Casa Musicale Sonzogno of Milan, Italy, it was announced last week.

CONTROLLERS INSTITUTE of America has announced election of the following new members: **HOWARD L. LETTS**, record department controller of RCA, Camden, N. J.; **PAUL B. SCHUECKING**, controller of Scott Radio Laboratories Inc., Chicago, and **A. A. VOGEL**, general controller of RCA. Institute membership includes 3,022 financial executives from every branch of industry.

BLANCHE GAINES, wife of the late **CHARLES GAINES**, who was executive producer of Frederic W. Ziv Co., New York, last week announced that she will open personal representation office for radio and television writers. Mrs. Gaines, former radio script writer, also handled publicity for Blackett-Sample Hummert radio productions. Her new office address is to be announced later.

BENN HALL Assoc., New York, specialists in book publicity and representatives of many book publishers, revealed last week that books are being sought as give-aways by radio producers. Firm establishes fact that it is willing to cooperate whenever possible in arranging such tie-ups. Novels, non-fiction and reference books are available.

NATHAN M. RUDICH, radio and television director of Gainsborough Assoc., New York, has been named television editor of new Theatre Arts Magazine which he said will devote at least eight pages to its video section each issue. **MIKE JABLONS**, executive director of Gainsborough Assoc. and former trade press editor of MBS, will serve as associate television editor of Theatre Arts. First issue of new magazine, whose editor-in-chief is the noted playwright Charles A. McArthur, will be out April 1.

JANE KALMUS, former publicity director of Hutchins Adv., New York, has joined Carl Byoir & Assoc., New York publicity firm, as assistant to **JANE FLOYD BUCK**, vice president of organization in charge of news and promotion in women's field.

LOUIS T. STONE, of New York law firm of Cravath, Swaine, and Moore, has joined American Society of Composers Authors and Publishers as assistant resident counsel.

LAWRENCE AICHOLTZ, film sound engineer, has joined Jerry Fairbanks Productions, Hollywood, as sound director.

DONALD W. PUGSLEY, designing engineer for General Electric television receivers at Electronics Park, Syracuse, N. Y., has been awarded honorable mention as an "outstanding young electrical engineer" by Eta Kappa Nu electrical engineering fraternity.

AMERICAN TELEPHONE & TELEGRAPH Co. directors have declared a quarterly dividend of $2.25 per share, payable Thursday, April 15, to stockholders of record at the close of business Monday, March 15.

MOTOROLA Inc., Chicago, announces $50 reduction in price of its 152-162 mc band Triple Skirt Colinear Coaxial antenna, effective March 1. New price is $150. Company describes antenna as "controlled low-angle radiator designed to suppress high-angle sky radiations and end-fire."

Book Covers FCC Exams For Operator Licenses

PREPARING FOR FEDERAL RADIO OPERATOR EXAMINATIONS, by Arnold Shostak. Prentice-Hall Inc., New York, 404 pp. $3.75.

QUESTIONS which make up the FCC examinations for the various grades of radio operator licenses are presented along with appropriate answers by Arnold Shostak in *Preparing for Federal Radio Operator Examinations*, published Feb. 23 by Prentice-Hall Inc., New York. The author is a former radio inspector for FCC.

Covering theory and practice of radio, technical and legal, book discusses all questions which might be selected in examinations for the six types of radiotelephone and radiotelegraph licenses. The answers are not sufficiently detailed and explanatory, however, to enable a layman to learn the technical art.

KYW-FM Tower

PLANS for erection of a 245-foot FM antenna tower atop the 24-story Architects Building in Philadelphia were announced by Robert E. White, general manager of KYW-Westinghouse, Quaker City NBC outlet. Peak of the new tower will be 576 feet above street level. Included in the KYW-FM expansion will be installation of a new Westinghouse type FM-10 transmitter. When operated in conjunction with a three-bay super-turnstile FM antenna, the transmitter will provide an effective radiated power of 20 kw.

This Booklet has an IMPORTANT MESSAGE FOR YOU!
The Electronic Memory
TO REMEMBER What was said How it was said IS PRICELESS
An Infallible ELECTRONIC MEMORY is yours with a Portable WEBSTER-CHICAGO Wire Recorder
BUSINESS CONFERENCE
Spoken thoughts, with all the accuracy of their subtle inflections in professional or business contacts . . . each delicately-shaded musical half-note . . . or verbal growth-development of students can be yours "electronically memorized" by a Webster-Chicago Wire Recorder using a fine strand of magnetized wire on a doughnut-sized spool that records up to a full hour.
Imagine! Today . . . tomorrow . . . or for a thousand tomorrows you can recapture every vital discussion and decision . . . the fidelity of each glorious musical moment . . . or measure the psychological improvement of classroom groups.
A half century of scientific research has culminated in the finger tip controlled Webster-Chicago portable wire recorder which plugs into any AC outlet ready to record or listen. The magnetized wire can be "erased" instantly for re-use, or preserved indefinitely.
Its professional and business applications are as broad as your own imaginative scope. Here are but a few . . .

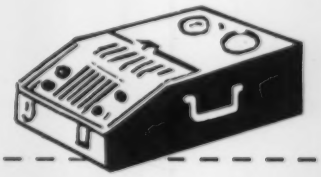
Spoken thoughts, with all the accuracy of their subtle inflections in professional or business contacts . . . each delicately-shaded musical half-note . . . or verbal growth-development of students can be yours "electronically memorized" by a Webster-Chicago Wire Recorder.

It uses a fine strand of magnetized wire on a doughnut-size spool that records up to a full hour.

Imagine! Today . . . tomorrow . . . or for a thousand tomorrows you can recapture every vital discussion and decision . . . the fidelity of each glorious musical moment . . . or measure the improvement of classroom groups.

A half century of scientific research has culminated in the finger tip controlled Webster-Chicago portable wire recorder. It plugs into any AC outlet ready to record or listen. The magnetized wire can be "erased" instantly for re-use, or preserved indefinitely.

Its professional and business applications are as broad as your own imaginative scope.



WEBSTER-CHICAGO CORPORATION

5610 Bloomingdale Ave., Dept. B1
Chicago 39, Illinois

Mail a copy of *The Electronic Memory for Commercial and Professional Use* which shows professional people how the use of the Webster-Chicago *electronic memory* wire recorder keeps invaluable records, speeds work, saves valuable hours. I understand there will be no obligation.

Name.....

Address.....

City.....

State.....

Turntable

ENTERTAINMENT ENTERPRISES Inc., New York, has announced plans for hour musical package, "Crossroads of Music," to start May 1, with **MILTON CROSS**, NBC musical announcer, transcribing introductions to records played by local stations.

RCA VICTOR'S 1948 Record Catalog, first complete edition published since 1943, is now off presses and is being distributed to retail stores. The 550-page book contains many new features, including complete alphabetical listing in which Red Seal, Popular and Children's records may be found in main body of catalog. Supplementary Red Seal Section lists all Red Seal records.

MAYFAIR TRANSCRIPTION Co., Hollywood, has announced five more stations which have signed for its Alan Ladd "Box 13" show. Stations are: KOJM Havre, Mont., KFYO Lubbock, Tex., KGEM Boise, Idaho, WRBC Jackson, Miss., and KUGN Eugene, Ore.

SHORTWAVE broadcasts of WMCA New York's Thursday night program "Labor Arbitration" are beamed by "Voice of America" to Russia as a regular feature every Friday night.

Correspondents To Hold Annual Election Mar. 3

RADIO Correspondents Assn. annual election of officers will be held Wednesday at NBC's Washington office, according to Bill Henry, CBS commentator and president of the association.

A whole new slate of officers will be selected by the organization, which now lists 156 active members. Present officers, besides Mr. Henry, are Albert Warner, MBS, vice president; Elmer Davis, ABC, secretary; William McAndrew, NBC, treasurer; Francis W. Tully Jr. of Yankee Network; Gil Kingsbury of WLW Cincinnati and WINS New York, and George Marder of UP Radio, members at large, and Rex Goad, Trans-Radio, member ex-officio.

CJOY is call letter for new 250-w station on 1450 kc at Guelph, Ont.

News

MOULTON KELSEY, Chicago free-lance news commentator, has been appointed news director of WIND Chicago. English citizen by birth, Mr. Kelsey has been variously a reporter, editor and, since 1940, radio news commentator. From 1944 until last fall, he was heard in daily news programs on WMAQ and WCFL Chicago.

ANTONIO FREITAS, former head of State Dept.'s Brazilian Radio Section, has been appointed chief of Brazilian Section of CBS Shortwave Dept. Prominent Brazilian radio writer and commentator, Mr. Freitas was chief writer in radio division of Brazil's Dept. of Information and Propaganda before coming to the U. S.

PHIL SUTTERFIELD, sportscaster and assistant manager of WKLX Lexington, Ky., will broadcast this year's Southeastern Conference Basketball Tournament from Louisville Armory. He has described all of U. of Kentucky's football and basketball games for two consecutive years. His brother, **JOHN SUTTERFIELD**, also will air the conference tournament over WFKY Frankfort, Ky. Both brothers are graduates of U. of Kentucky and are well known in Kentucky radio.

FREDERICK S. DAIGER 3rd, former program director of WSTC Stamford, Conn., has joined WXKW Albany, N. Y., as director of special events. Mr. Daiger has been in radio since 1930 and has worked with WATL and WGST Atlanta, Ga.; WAPI Birmingham; WSUN St. Petersburg, Fla., and KYA San Francisco. During war he served with Army Air Corps and joined WSTC upon separation in 1946. **PAUL G. HOWARD** and **LEONARD DAVIS**, both veteran newspapermen, have joined WXKW as morning and evening news editor, respectively.

Mr. Daiger

CANADIAN PRESS and its radio subsidiary, **PRESS NEWS Ltd.**, will move to new headquarters at University Ave. and King St., Toronto, when new building there is completed in August. Building will be headquarters for entire Dominion for both Press News and Canadian Press.

WILBUR MORRISON, formerly with WGY Schenectady, has joined WRUN and WRUN-FM Utica-Rome, N. Y., as newscaster.

WILLIAM F. BROOKS, NBC vice president in charge of news and international relations, is the author of "Radio News Writing," a textbook published last week by McGraw-Hill. Book is based on course given by Mr. Brooks for Columbia U. extension.

RALPH HUBBELL, sportscaster with WGR Buffalo since 1939, has joined WBEN Buffalo, as sports director, effective Feb. 29. He succeeds **JIM WELLS**, who has resigned to become assistant to James F. Breuil, owner of Buffalo's All-American football conference team. Mr. Hubbell has been in Buffalo radio for 17 years.

Mr. Hubbell

WILLIAM P. FRANK, news director of WILM Wilmington, Del., has been presented with Outstanding Americanism Award by Wilmington Lodge of the B'nai B'rith for citizen of the city "who contributed most toward Americanism and democracy in the community."

RED BARBER, CBS sports director, who returned recently from Europe where he covered the St. Moritz Winter Olympics games, is scheduled to leave by plane March 5 for Santo Domingo to cover spring training activities of Brooklyn Dodgers. Assignment will last until March 30.

JOHN ROBERTS, veteran of 11 years in radio, has joined KIMA Yakima, Wash., as news editor.

CHUCK WORCESTER, farm service director at WMT Cedar Rapids, Iowa, was appointed head of 1948 All-Iowa Winter Fair held in Cedar Rapids, Feb. 19, 20 and 21.

CHARLES G. GUNNING, senior editor of CBC newsroom, Winnipeg, has been promoted to senior editor of CBC prairie division, succeeding **W. H. METCALFE**, who resigned to become managing editor of new co-operative morning newspaper Winnipeg Citizen.

DAVID G. ROWE, news and sports director of KSEI and KSEI-FM Pocatello, Idaho, has been named director of publicity for Pioneer League, Class C baseball league.

THE BRANHAM COMPANY

representing

CHICAGO
NEW YORK
DETROIT
DALLAS
ATLANTA
CHARLOTTE
ST. LOUIS
MEMPHIS
KANSAS CITY
SAN FRANCISCO
LOS ANGELES

WMOB Mobile, Ala.
WLAY Muscle Shoals
KTHS Hot Springs, Ark.
KFMB San Diego, Calif.
WGBA Columbus, Ga.
KWKH Shreveport, La.
WRBC Jackson, Miss.
WCPO Cincinnati, Ohio
KBYE Oklahoma City, Okla.
WTJS Jackson, Tenn.
WNOX Knoxville, Tenn.
WMC Memphis, Tenn.
KRIC Beaumont, Texas
KWBU Corpus Christi, Texas
KAND Corsicana, Texas
KRLD Dallas, Texas
WCHS Charleston, W. Va.
WBLK Clarksburg, W. Va.
WSAZ Huntington, W. Va.
WPAR Parkersburg, W. Va.

"MICHAEL SHAYNE, PRIVATE DETECTIVE"

Pre-View Tested! Now Ready for Release!

52 TRANSCRIBED HALF-HOUR PROGRAMS

Better Than the Books or the Movies!

Nothing like this ever happened in radio before! Since August, more than 100 members of the Guild Preview Board (practical broadcasting executives from every state, and Hawaii) have auditioned "Michael Shayne." They sent their considered opinions, suggestions and criticisms to Guild headqnarters in Hollywood. Here the producer of "Michael Shayne" acted upon their knowledge and advice to perfect a top-flight mystery show—a show that combines Hollywood's *skill* with the "cash register" *judgement* of practical radio showmen from all over America! That's the Guild's unique method of *perfecting a program in advance of its production.*

Now, after six months of preview-testing, "Michael Shayne" is ready for release: half-an-hour weekly of exciting, intriguing, breath-taking mystery-drama . . . each story complete in itself . . . each one full of action and suspense! This is a show that will build a high Hooper, sell goods, delight sponsers! It is the first show in the history of American broadcasting to be produced with the advice and help of an important segment of the industry, *acting as a group.*

In many markets members of the Broadcasters' Guild have purchased the show, prior to its general release to the trade. But other markets are still "open." You are invited to write, 'phone or wire for an audition transcription, together with a 30-day option on this feature for *your* market. If it is available for your city, we will ship the audition disc by air express, $5 C. O. D. If you buy the show, the $5 applies on the purchase price. If you return the transcription, your $5 will be refunded.

Regional advertisers (and their agencies) will be particularly interested if you seek a show of net-work caliber. Here is your opportunity to acquire a Hollywood property that will compete with the best shows on the air, anywhere! And at a price much less than you expect to pay!

Don't delay! Send to Hollywood today for an audition transcription.

AUDITION RECORDING SENT EXPRESS $5 C.O.D.

. . . together with an option on this feature for your market. The $5 will be applied on purchase if you buy. This offer subject to prior sale.

IN 48 States and Hawaii practical broadcasters praise "Michael Shayne" after their Preview Audition:

ALABAMA* "Better than other mystery shows we've heard, and offered at much less cost." ARIZONA* "As fine as any mystery drama on the networks." ARKANSAS* "A show that we can definitely sell." CALIFORNIA* "It's terrific." COLORADO* "Excellent production." CONNECTICUT* "Very well done. We like it." DELAWARE* "Michael Shayne great. Wire starting date." FLORIDA* "Our sales staff like it very much. Can sell it." GEORGIA* "Excellent. Would like to have it." HAWAII* "Ship Shayne via air express when ready." IDAHO* "Contracted for it before audition disc arrived. After hearing it, we're sure we made a good move." ILLINOIS* "A terrific mystery." INDIANA* "Well produced. Will hold its own with anything on the air today." IOWA* "Will be an asset to our station." KANSAS* "Impressed by the excellent production and casting." KENTUCKY* "A good one. When can we start?" LOUISIANA* "Consider Shayne most saleable." MAINE* "Beautifully produced. Should be well received." MARYLAND* "Will be able to sell Shayne without difficulty. Script, actors and general production are of very good quality." MASSACHUSETTS* "An excellent program." MICHIGAN* "Excellent quality. Show is tops." MINNESOTA* "What suspense!" MISSISSIPPI* "Like the format and clever placement of bridges for the commercials" MISSOURI* "You showed us! If Shayne is typical of shows resulting from the Guild production plan, count us in."

One of a Series of Announcements regarding Programs Available Exclusively through

BROADCASTERS' GUILD, Inc.

New York • Chicago • Kansas City • 621 Guaranty Bldg. • HOLLYWOOD, CALIF.

Production

KENNETH I. TREDWELL Jr., former program director of WDUK Durham, has been named assistant program director of WBT Charlotte, N. C.

BILL TYRRELL and **GEORGE OLESON** have joined WRRN Warren, Ohio as organist and announcer respectively.

ALLAN P. ENGLISH, formerly with WAML Laurel, Miss., has joined WBYS Canton, Ill., in FM programming and production department. He also will act as commercial manager in FM sales. WBYS will begin FM operations in near future.

BOB WELLS, former commercial and sales promotion manager of KBRC Mount Vernon, Wash., has joined staff of KFAR Fairbanks, Alaska. After short period at KFAR he will join KENI Anchorage. Mr. Wells previously was with KOL Seattle and KRKO Everett, Wash.

HAL WALKER, formerly with WISN Milwaukee, has been appointed production director of WMAW Milwaukee. During war, Mr. Walker served with Air Force and for some time was announcer on Glenn Miller show, "I Sustain the Wings," over NBC. Following duty with WISN, he joined WRCM-WJMR New Orleans, as program director, position he resigned to join WMAW.

Mr. Walker

BILL WOODSON and **HERB RAWLINSON** have joined cast of NBC "Woman in White," and **PAUL FREES** has joined NBC "Today's Children" cast, replacing **CHARLES McGRAW**.

GARY LANE has joined WCSI (FM) Columbus, Ind., as singer on new "Romance in Music" program.

JACK COOMBE, former announcer at WNOC Norwich, Conn., has joined WFPG Atlantic City, N. J., as announcer-producer.

MARY A. BURNHAM, home economist and former assistant director of agriculture for CBS Washington, has been appointed assistant to **RUTH CRANE**, director of woman's activities for WMAL and WMAL-TV Washington. She will assist in preparation of material for "Modern Woman" program on both aural radio and television.

FRED EICHHORN has joined KING Seattle, as program manager. **RICHARD C. ROSS**, formerly with WHFC Cicero, Ill., and **DON COURTNAY**, formerly with KALL Salt Lake City, have joined KIRO announcing staff.

SUZANNE SLACK, formerly on continuity staff of KANS Wichita, Kan., has joined writing staff of KELO Sioux Falls, S. D., replacing **YVONNE NORTWEN**, resigned.

JERRY GRANGER, disc m.c. at KHAS Hastings, Neb., and Genevieve Hopman were married Feb. 10.

FRED PRESSBURGER, former Hollywood film executive, has joined WATV Newark, N. J., as producer-director.

FRED WARING left for five-week vacation after his Feb. 27 broadcast on NBC. "Fred Waring Show" with the Pennsylvanians is continuing during his absence, however, Mon.-Fri. 10-10:30 a.m. and Mon. 10:30-11 p.m. **PAUL WHITEMAN** and **EDDIE DUCHIN** are among guests slated to appear on Monday night show while Mr. Waring is vacationing.

HELEN SIOUSSAT, CBS director of talks, has been named a member of Public Information Conference of National Safety Council.

JERRY WALKER, story-teller of "Youth Looks Up" program on WGN Chicago, is the author of a new book, "Five Minute Stories From the Bible," published this week by Abingdon-Cokesbury Press. Book includes adaptations of 35 Bible stories from his dramatic narrative program, heard Sun., 9-9:30 a.m. (CST).

Family Affair

WHEN Al Jarvis, disc m.c. on KLAC Hollywood, was unable to do his show recently because of illness, he arranged for his wife, Marilyn, to substitute for him. The sponsors agreed to the change, in fact. When Mr. Jarvis recovered at least two sponsors wanted Mrs. Jarvis to continue, so she is now part of the act.

HOWARD W. MASCHMEIER, program director of WRAL Raleigh, N. C., is the father of a boy, William John.

KENN HAVEN, program director of WTCM Traverse City, Mich., is the father of a boy, Eric.

JOHN THOMAS DUDLEY, chief of continuity department of KHAS Hastings, Neb., is the father of a boy, born Feb. 10.

JOHN GALBRAITH, chief announcer at KGO San Francisco, is the father of a boy, born Feb. 18. Mrs. Galbraith was formerly in KGO newsroom.

ELINOR INMAN, CBS director of religious broadcasts and co-author of "Religious Radio," and Clifford Ross Jennings were to be married Feb. 29 in Chicago.

GARRY THOMAS, former staff announcer at KTFI and KVMV Twin Falls, Idaho, has joined announcing staff of KIMA Yakima, Wash., replacing **DAVE PAGE**, who resigned to join KIRO Seattle.

BILL DAWES, disc m.c. of "Makebelieve Ballroom" on WCKY Cincinnati, has been chosen as "top disc jockey in the country for 1948" by students of Stephens College, Columbia, Mo.

JEAN HERSHOLT, star of CBS "Dr. Christian" program, is planning six-week trip to his native Denmark in early summer. While in Copenhagen, he will receive knighthood conferred upon him by the late King Christian of Denmark for his outstanding work in American relief for Denmark during and after World War II and will officiate at Fourth of July celebration in Copenhagen in honor of American Independence. Tentative plans call for Mr. Hersholt to be absent from CBS show from June 6 to July 7, his first absence from show in 11 years.

JACK POLLIE has been appointed assistant program director of CKWS Kingston, Ont. **KAY DAFNAS** has joined CKWS as continuity editor.

JIMMY WAKELY, star of KNX Hollywood "Bunkhouse Breakfast," is recuperating from appendectomy. **JOE WALTERS** is substituting on program during Mr. Wakely's absence.

UNA MERKEL, screen actress, has joined cast of NBC "Great Gildersleeve."

JOHN CARLSON, dramatist with KJR Seattle, and **CAROLYN Du SCHER**, radio pianist, have announced their marriage.

GERRY BRUNETTE, new to radio, is station librarian at CKGB Timmins, Ont.

PAUL LAVALLE, musical director and conductor of NBC's "Highways in Melody," has been appointed national music consultant to Boys Clubs of America.

HELEN MANDEVILLE, in guest relations, and **ROBERT GREINER**, music library, both of ABC, were to be married Saturday, Feb. 28, in New York.

ROBERT BRYAR, announcer at WHN New York, is the father of a girl, Bonnie, born Feb. 19. Mrs. Bryar, the former **SHIRLEY PALMER**, is a radio actress.

PAUL HARVEY, formerly with KBTM Jonesboro, Ark., has joined announcing staff of WMMJ Peoria, Ill.

JACK PAAR, who substituted for NBC's Jack Benny last summer and later headed his own ABC program, is replacing **DON McNEILL** as m.c. of ABC "Breakfast Club" for two weeks. Mr. McNeill and his wife are vacationing in Hollywood where they will confer with motion picture studios and independent producers on possibility of starring in a film based on the early morning network show.

TOM HUTCHINSON, director of "Swift Home Service Club," Friday afternoon video program on NBC television network sponsored by Swift & Co., Chicago, is in charge of production unit which flew to Bermuda Feb. 20 to film fashion and vacation scenes for use in a March telecast of the series.

FRANK BLACK, NBC general musical director, is scheduled to take a one-year leave of absence from that network starting April 1, in order to continue as conductor of International Harvester's "Harvest of Stars" when that show switches to CBS on April 7. His duties at NBC will be handled in his absence by other members of the musical staff.

JACK SHEFRIN, formerly with KMBC Kansas City, Mo., and WEEK Peoria, Ill., has joined WOAK (FM) Chicago as program director.

MARY BERGER WORSTALL, former society and woman's editor of Steubenville (Ohio) Herald-Star for 12 years, has joined WSTV Steubenville, as woman's news editor.

NATT THOMAS, announcer at WBAL Baltimore and Mary Ellen Perrin have announced their plans to marry in July.

MARY ALICE POMEROY has joined WKZO Kalamazoo as women's editor.

BILL CRONE has rejoined announcing staff of CHEX Peterborough, Ont., after a year's absence.

GARLAND BURT, formerly with WJOI Florence, Ala., has joined announcing and engineering staff of WLAK Lakeland, Fla.

JAMES M. MATTEWS, production director of WLBB Carrollton, Ga., and Jimmie Nell Smith have announced their plans to marry May 2.

MAE MIKJIAN, formerly with Simons Michaelson Adv., Detroit, has joined WJBK Detroit, as continuity writer.

NORTON JONATHAN, producer and m.c. at WJJD Chicago, is the author of a new book, "Guide Book for the Young Man About Town," which is sequel to his first work, "Gentlemen Aren't Sissies."

ECCLES HUFF, program manager of WDUK Durham, N. C., is the father of a girl, Nancy Cameron.

JIM BACKUS, star of his own MBS show, has been signed for "The Last Fling" to be produced by Warner Bros.

JERRY COYLE, featured singer of WSNY Schenectady, N. Y., is on leave of absence from station to accept engagements at the Brook Club and Sea View Hotel in Miami. Mr. Coyle will return to the air around mid-March.

H. B. LEE, assistant to **BEN ALEXANDER**, MBS "Heart's Desire" m.c., is the father of a girl.

JACK ROURKE has been named announcer of new CBS Dinah Shore-Harry James show (Philip Morris).

BERNARD MULLINS, director of public relations of WTIC Hartford, Conn., has been appointed in charge of coordinating publicity for the five Hartford stations in coming Red Cross Fund campaign.

VINCE LEE, announcer at WCAU Philadelphia, and Roberta Replogle are to be married in April.

CAPAC Agreement

CANADIAN Copyright Appeal Board has sanctioned agreements between broadcasting stations and Composers, Authors & Publishers Assn., of Canada (CAPAC) and BMI Canada Ltd., for payment in music copyright fees during 1948 a total $306,751 [BROADCASTING, Jan. 26]. Ruling from appeal board has been released, confirming representations made before board on Jan. 16. This sum includes $126,547 each by the independent broadcasters and Canadian Broadcasting Corp. to CAPAC, and $36,156 to BMI Canada Ltd., by independent stations and $17,500 by CBC. Fees are based on number of licensed receivers in fiscal year ending March 31, 1947.

CLEAN SWEEP!

DULUTH, MINN.—Out to make a clean sweep of the Duluth-Superior market? Don't be sucked in by Otto Mattick's hoolex-vaculator, it won't clean porches.

Buy KDAL's 5000 watts on that long-armed 610 frequency, and get a 40% larger daytime audience than on any other Duluth station.

Avery-Knodel Inc. can tell you why buying KDAL is a sure way to mop up in the north country.

Agencies

C. H. COTTINGTON, vice president in charge of radio of Erwin, Wasey & Co., New York, has arrived in Hollywood to take over his duties as radio director in agency's new Hollywood offices which opened today (March 1). Transferred also from New York office is **CHARLES LOWE**, as assistant radio director.

G. POTTER DARROW has resigned from N. W. Ayer & Son to join Dorville Corp., advertising, merchandising and sales promotion organization with offices in New York and Philadelphia. Mr. Darrow has been appointed a vice president of Dorville. His duties with N. W. Ayer & Son included handling of network programs for Charles E. Hires Co. and supervision of regional networks and spot programs for Supplee-Wills-Jones Milk Co. and General Baking Co.

Mr. Darrow

HUGO WAGENSEIL & Assoc., Dayton, has opened larger offices for its radio and television and public relations divisions at 134 W. 2nd St. **RAY OVIATT** is supervisor of radio and television division and **G. W. YOUNG** heads public relations section. Agency's executive, creative and production departments will continue to be located in Talbott Bldg., Dayton.

CLYDE MELTON has announced reopening of Melton Adv. with offices at 2021½ Young St., Dallas, Tex. Operations of agency were suspended when Mr. Melton left Dallas to serve in Air Force. He has been in advertising and newspaper business in southwest for past 12 years and recently resigned as account executive with Adv. Counselors of Arizona, Phoenix.

DAVE STRUMF has resigned as executive art director of Buchanan & Co., New York. His future plans have not been announced.

ADV. FEDERATION of America announces that following have been elected to membership in the federation: WAPI and WSGN Birmingham, Ala., Bruce Moran & Co. and Charles A. Rawson & Assoc., Atlanta, Newman, Lynde & Assoc., Jacksonville, Fla.

DOM LAMONICA, copy and contact man, and **ROBERT AKESON**, farm distribution specialist, have joined New York staff of G. M. Basford Co., New York and Cleveland.

ROBERT B. PILE, former advertising manager of Lactona Inc., St. Paul, has joined Olmsted & Foley, Minneapolis, as account executive, specializing in dealer relations programs.

WILLIAM T. ERICKSON, formerly with Galloway Co., Waterloo, Iowa, has joined Barney Lavin Inc., Fargo, N. D.

F. W. WALTON, of merchandising staff of Young & Rubicam, New York, is in agency's Hollywood office for three weeks working on General Electric Appliance account.

LUCY JANE FORD, research chemist, and **STELLA CROWELL MARK**, former magazine food writer, have joined Young & Rubicam, New York, as copy writers. **JOHN J. LENTZ**, formerly with division of medical sciences, National Research Council, has joined agency to do medical research work.

EDWARD B. HARVEY, former partner in publicity firm of Harvey and Wilder, has joined public relations department of Geare-Marston Inc., Philadelphia and New York.

RAYMOND E. NELSON, veteran in aural radio and television producing, and president New York agency bearing his name, last week announced formation of Nelson Productions Inc., 341 Madison Ave., New York. Firm will specialize in production of video and radio programs. Formation represents a separation of production and agency activities of Raymond E. Nelson Inc., with Mr. Nelson, president of the new company, devoting full time to direction and production. The agency, to be known as Keystone Adv. Agency, will be directed by **BETTY NELSON**. Its new location is to be announced later.

DAVIS-HOOD & Assoc., Los Angeles, formerly a co-partnership between **VERNON D. DAVIS** and **J. D. HOOD**, has been replaced by corporation known as Davis-Hood & Assoc. Inc. Personnel and location remain the same.

RAY HAWLEY, head of Ray Hawley Market and Business Consultants, New York, has joined Gunn-Mears Adv., New York, as an associate. He continues to head his own firm.

JOHN E. DEVINE has been elected vice-president of Anderson, Davis & Platte Inc., New York, and also appointed senior executive in charge of Alexander Smith & Sons Carpet Co. account. Mr. Devine joined the agency in 1942.

CLARENCE SORENSON, formerly with Dancer-Fitzgerald-Sample, Chicago, has been appointed art director of John W. Shaw Inc., Chicago.

RICHARD HASBROOK, former account executive for Avery-Knodel Inc., New York, has transferred to agency's Hollywood office as manager, replacing **NORMAN NOYES**, resigned.

SIG SHORE, former account executive for Michael Shore Adv., Hollywood, and before that advertising director for "Dance Magazine," New York, has joined Adolphe Wenland & Assoc., Hollywood, as account executive.

TED BATES, head Ted Bates Inc., New York, and **BOB LEALY**, vice president of Colgate-Palmolive-Peet Co., New York, are in Hollywood for week's conferences regarding programs.

ARLENE MATTESON, bookkeeper for Pat Patrick Co., Glendale, Calif., and Ray Ramon were married Feb. 14.

ARTHUR BALLINGER, Tullis Co. Hollywood production head, is the father of a boy, Keith, born Feb. 20.

FOULKE AGENCY, Minneapolis, and **LINDSEY & CO.**, Richmond, have been elected to membership in American Assn. of Adv. Agencies.

ARY MOLL, formerly with NBC's international division for 14 years and the division's production manager before becoming representative of Young & Rubicam in Puerto Rico, has joined radio department of Badillo & Valencia, San Juan, P.R., associates of National Export Adv. Service, New York.

JERE PATTERSON, former foreign sales director for Parker Pen Co., Janesville, Wis., has joined Foote, Cone & Belding, New York, as assistant to head of International Div.

BEN CONERY, former production manager of Peck Adv., New York, has been named production manager of Stuart Bart Inc., New York.

GEORGE GUINAN, formerly with Hearst magazines, has joined Robert W. Orr & Assoc., New York, as an account executive.

JOHN PORTER, formerly with J. Walter Thompson Co., New York, has been named copy director for Brisacher, Van Norden & Staff, New York.

JERE PATTERSON, former foreign sales director of Parker Pen Co., has joined Foote, Cone & Belding as assistant to head of International division in New York.

JESSE TEAGUE former vice president of A. C. Nielsen Co., Chicago, has joined Henri, Hurst & McDonald, Chicago, as merchandising executive effective March 1. Mr. Teague has been associated with the market research firm for the past 14 years.

Mr. Teague

JUDD GRAHAM, production manager Ernest N. George Co., Los Angeles, and Alice (Mike) Sanchez were married Feb. 7.

A. R. PEARSON, vice president of A. Carman Smith Inc., Los Angeles, is now heading agency office, replacing Mr. Smith who died Feb. 6 [BROADCASTING, Feb. 16].

McARTHUR Adv., Corp., New York, elected following officers at annual stockholders meeting: **CHARLES H. McARTHUR**, president; **REX W. DUNLAP**, vice president, **MILTON F. MARTIN**, vice president in charge of sales and **M. DUNLAP**, secretary.

WILLIAM GRAY, formerly with Young & Rubicam, New York, has joined Beverly Hills office of Lennen & Mitchell as manager of service department and contact man.

SALLY MANSFIELD, formerly with Ridgway, Ferry & Yocum Inc., New York, and prior to that with Compton Adv., has joined media department of Laroche & Ellis Inc., New York.

KENYON & ECKHARDT Inc. has opened San Francisco offices at 25 California St. **JOHN WILEY**, former account executive for J. Walter Thompson Co., that city, will head office. Agency will handle advertising for Lincoln-Mercury, San Francisco account.

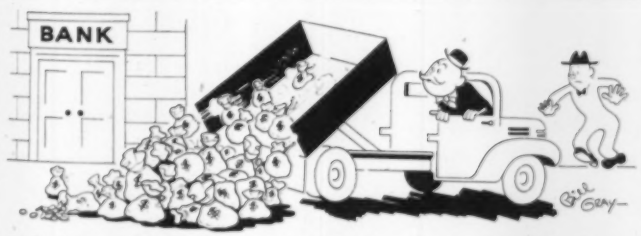
TED MOYLE, former account executive for West-Marquis Inc., Los Angeles, has joined Marion E. Welborn & Assoc., that city, as assistant general manager.

JOHN A. JOHNSTON, formerly with Chicago Sun as head of its accounting department, has been appointed Chicago office manager of Schwimmer & Scott Inc.

RICHARD KERR, formerly with Cecil & Presbrey Inc., New York, has joined Walter Weir Inc., New York, as copywriter.

KAY LONG, veteran in fashion field, has been appointed to newly-created position of fashion director of Abbott Kimball Co., New York. Miss Long, also appointed a vice president, formerly was managing editor and assistant to publisher of "Junior Bazaar," and previously was a regional editor for "Mademoise le" magazine for four years.

STUART HARDING, former media buyer for Foote, Cone & Belding, San Francisco, and **FRED WARNER**, former art director of Hannah Adv., same city, have joined Blow Co., that city, in similar capacities.



Find the chap who got ACTION, not excuses! He's the advertiser who signed up with the 38 Eager Beavers for a hot profit-spot on Rochester's new live-wire, up-and-at-'em station . . .

WVET

BASIC MUTUAL STATION
ROCHESTER, NEW YORK
5000 WATTS 1280 K. C.
NATIONALLY REPRESENTED BY WEED AND CO.

TOMMY DORSEY

made a recent personal appearance in Washington on behalf of the March of Dimes. T. D.'s genial manner and popularity gave a tremendous boost to the local campaign.

This same "sentimental gentleman's" popularity grows day by day on . . .

"THE TOMMY DORSEY SHOW"

MONDAY thru FRIDAY
1:30 to 2:30 P.M.

making him a star salesman for your product or service. Available now—quarter-hour strips Monday thru Friday—or in one-minute participation strips—at moderate rates.

WMAL

5,000 WATTS 630 K.C.
BASIC ABC NETWORK
Washington, D. C.

Promotion

AS PART of merchandising campaign with retail druggists in Indianapolis area who sponsor "S'Prize Party" program over WIRE Indianapolis, station selects "host of the week" for huge display of pictures and prizes that are given away on show each day. Druggist selected has choice of window arrangement and also is invited to appear on Monday program. Sign in druggist's window, saying he will be on the air, precedes program by three days. Announcements also are made over WIRE during week-end before his appearance. On program, he is informally interviewed and listeners are urged to see display in his store. Each day for rest of week, studio audience and listeners are told to visit "druggist host of the week" and see display.

KMAC-KISS Album

PICTORIAL souvenir album titled "Going Forward With Radio" has been prepared by KMAC-KISS San Antonio. Fourteen-page booklet presents individual photos of entire staff; scenes from local shows; shots of special events; Mutual stars heard on station, and scenes of San Antonio "yesterday and today." Full-page colored picture of famous Rose Window of a San Antonio mission comprises cover of album, with double-spread air shot of downtown San Antonio displayed on first inside page.

Behind Scenes Story

STORY of the beginning and aims of Steelmakers' Community broadcast on WPAY Portsmouth, Ohio, is told in three-page article in January issue of Portsmouth Steel Corp. "News" publication. Pictures of broadcast scenes are used with the story which explains that the steel firm and WPAY present the show as means of promoting community interest.

WFIL Road Tour

ROAD TOUR series in which virtually all station's locally-produced programs will be aired from outlying points in coverage area has been started by WFIL Philadelphia, in campaign to publicize station and its talent throughout listening area. In each community, broadcasts are staged in cooperation with a local civic agency. To publicize appearances, window cards, handbills and lapel buttons are distributed two weeks in advance to local merchants. Special publicity stories and pictures also are made available to community newspapers.

Teaser Ads

TEASER campaign in series of newspaper ads with Valentine tie-in was conducted by WTAG-FM Worcester, Mass. Two days preceding Valentine Day, two small ads appeared on radio page of Worcester papers, in form of heart with nothing but letters: "CNE Loves FM." This was repeated following day, and on Feb. 14, same ad was run with addition: "Yes . . . Central New England loves FM because it can now hear its favorite programs on WTAG-FM . . ."

CROWD gathered at the Macon, Ga. train terminal last month to greet Tom Moore and the "Ladies Be Seated" cast, enroute to Florida Citrus Growers Exposition in Winterhaven, Fla. Included in official welcoming party are (l to r): Lewis B. Wilson, mayor of Macon; Walter Graham, sales manager of WBML Macon, and Charles W. Pittman, WBML general manager.

Junior Canteen Folder

FOUR-PAGE FOLDER, "The WCAU Junior Canteen," is being sent to all school principals in listening area of WCAU Philadelphia in effort to acquaint them fully with station's Junior Canteen promotion. Sharply printed in black and white, folder features letter to principals by Robert N. Pryor, WCAU public relations director, two-page action shot spread of junior canteens from five local high schools, brief information on how it works and attendance figures. The canteen visits a different school each Friday evening and stages a community party for the student body.

KFEL House Organ

MONTHLY four-page house organ, "1948—KFEL's 26th Year," is being distributed by KFEL Denver to more than 1,600 wholesalers, retailers, advertisers and agencies in Rocky Mountain area. Publication contains "news of KFEL, its programs and its advertisers, in 1948, its 26th year," and is prepared by Leo Fremont, station promotion director, and his associate, Vivian Blanken, who handles audience promotion for the station.

Food News

MONTHLY news bulletin, designed to keep retail grocery and meat dealers informed on advertising of those products on WMAQ Chicago, will be started by station this month. First mailing of more than 1,000 copies will be distributed to retail food dealers in Chicago and throughout Illinois. Bulletin is titled "Food for Thought and Action" and will be distributed in cooperation with Food Distributors Assn. of Illinois and Chicago Retail Food Merchants Assn.

Name for Bicycles

BICYCLES — 1,000 of them — will be offered as prizes to winners of new "Jack Armstrong" contest currently running on the ABC children's program sponsored by General Mills. Contest rules call for listener to submit name for a bicycle with his or her own name and address plus Wheaties boxtop. Faculty members of U. of Minnesota will serve as judges. Program is heard on ABC, 5:30-6 p.m. (CST) on alternate days with another children's show.

Allen Posters

COLORED posters promoting Fred Allen program have been mailed by WMAQ Chicago to more than 600 Ford Motor Co. dealers in station area, according to Harold Smith, promotion manager. Broadsides show cartoons of Mr. Allen and his alley characters. Agency: J. Walter Thompson Co.

WRFD Contest

UNIQUE contest based on song, "I'm My Own Grandpaw," has been staged by WRFD Worthington, Ohio, to promote its folk tune program, "Buckeye Frolics." Listeners were asked to write letters telling how it would be possible to be one's own grandpaw, or grandmaw in case of women contestants. Tie-in with local RCA-Victor distributor, who helped judge entries, made ten record albums and ten records available for winners.

TV Fashion Comments

MORE THAN 1,000 letters within 68 hours is the record of Television Fashions on Parade's first telecast for Bergdorf Goodman, New York, Feb. 13 on WABD New York. Viewers were asked to write 25 words or less telling why they liked the half-hour telecast of fashions plus entertainment, and were offered handbags by Rosenfeld, hoisery by Haynes and negligees by Raymodes as prizes. Presented by Television Fashions on Parade, New York production firm, series features leading New York fashion stores as "hosts," with makers of merchandise displayed as cooperating sponsors.

Queen Contest

ALMOST two million letters have been received in the MBS "Queen for a Day" mother-in-law contest which started Jan. 27 and ends March 5. Merchandise valued at $40,000 will be awarded to the "queen mother-in-law" chosen from the queens appointed on the daily broadcasts in that period. To be eligible for contest mothers-in-law must have names submitted by daughter- or son-in-law.

Bear Contest

NAMING a bear cub was subject of recent contest featured by WMT Cedar Rapids, Iowa. When Bever Park Zoo in Cedar Rapids announced arrival of baby cub, WMT asked permission to name it. Listeners were invited to send in names for the animal with cash prize awarded to winner. Contest was unsponsored and brought forth name of "Bezoo," for Bever Park Zoo, for mother bear's new cub.

'Earmark' Brochure

BROCHURE using motto "Earmark For Quality" has been sent out by WFAS and WFAS-FM White Plains, N. Y. Front spread shows mail piled high with radio tower running through to reach miniature ear in corner of spread. Inside shows map of territory covered by WFAS and WFAS-FM with postmarks showing points from which letters have been received by station. Idea came about when station asked listeners to write in just how they were receiving programs, and offered plastic key chain in return for letters. Using green, black and red color scheme, brochure displays copies of letters on both inside and outside spreads.

WDRC Ash-Tray

LARGE ASH-TRAY with engraved microphone on base and carrying WDRC insignia, is one of the prizes given by WDRC Hartford, Conn., on its "Shopping by Radio" program. Made of glazed pottery, ash-tray is manufactured especially for WDRC.

HPL-WCCO Cards

FIRST of a series of five postcards to promote "Housewives Protective League" and "Sunrise Salute" programs on WCCO Minneapolis, has been distributed to 3,000 local and national agencies and clients by that station. Cards will be mailed weekly during campaign. Using blue and white color scheme, card is headed "HPL Draws the Mail at WCCO," and displays cartoon artist drawing letter on easel. Statistics on listeners' response to programs are given and recipient is urged to contact station for availabilities.

KCNA Fair Booth

BOOTH for KCNA Tucson, Ariz., was one feature of recent five-day Pima County Fair. Station aired special shows from fair grounds and distributed station promotion to visitors. Full-page ad also was run in Official Rules and Regulations bulletin issued by fair officials.

Letters of Congratulation

EXPRESSING appreciation for support of public and press in Southern Indiana, WSCI(FM) Columbus, Ind., has sent out letters of congratulation to all persons and companies who contributed to station's March of Dimes campaign.

CKNW Pens

BALL-POINT PENS have been presented by CKNW New Westminster, B. C., to each sponsor on station. Call letters appear on one side of barrel with name of sponsor on the other. Month after pens were sent out, letter containing refill with instructions on how to insert it was forwarded to sponsor.

KFSD Program Guide

PROMOTION campaign built around novel program guide that schedules shows categorically by type, hour and day, has proved very successful for KFSD San Diego. Planned as continuous 14-week drive, campaign is keynoted by slogans "All NBC Is on KFSD" and "Tune 600 On Your Dial," which have been repeated in all media. Letters were first sent to all radio dealers advising them of plan and availability of new program guides. Guides were then distributed to dealers with attractive holders for displays. Promotion of guide was begun simultaneously with spot announcements, newspaper ads and outdoor bulletins. Letter and guide were sent to select list of San Diego business and professional leaders and women's clubs. Guide had initial printing of 10,000 copies and second 10,000 printing has been completed, station reports. Guide features breakdown of programs, illustrated by caricatures of headline performers and brief descriptions of outstanding shows in each category.

255 ft. Lehigh Steel Towers

Available About May 1

BARGAIN

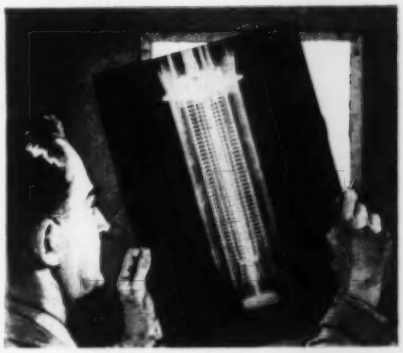
Due to changing sites for increased power, we offer two 255 foot Lehigh Self Supporting Steel Towers.

These are *complete* with Insulators, Beacon Lights, Side Lights, Conduits, etc. The price is right.

Troy Broadcasting Co., Inc.
Troy, N. Y.

WTRY and its FM Affiliate WTRI

HERE'S THE INSIDE STORY



that means
Longer Life with Enduring Performance
for every
FEDERAL TUBE

In tube manufacture, the smallest details are a big factor in lasting performance

MOST VACUUM TUBES, designed for a given job, *look* very much alike. But there *is* a *difference*. It may be a difference of only a hundredth of one percent in purity of certain raw materials used—or the difference of a few thousandths of an inch on the spacing of internal elements. Yet those minute, ordinarily unseen details mean much in terms of tube life and enduring performance. That's why every Federal tube is subjected to the most rigid quality control and test procedure all along the line. For example, every tube gets three *X-ray tests* to assure accuracy of internal construction details not otherwise visible. These, and other exacting test procedures are the result of Federal's 37 years of experience in designing and building better tubes.

Write Federal for complete information on electronic tubes for *your* requirements. Dept. K809.

KEEPING FEDERAL YEARS AHEAD... is IT&T's world-wide research and engineering organization, of which the Federal Telecommunication Laboratories, Nutley, N. J., is a unit.

Federal Telephone and Radio Corporation

100 KINGSLAND ROAD, CLIFTON, NEW JERSEY

In Canada:—Federal Electric Manufacturing Company, Ltd., Montreal, P. Q.
Export Distributors:—International Standard Electric Corp. 67 Broad St., N. Y.

FM and AM Remote Amplifier— IMMEDIATE DELIVERY

Ideal for Semi-permanent Installations

This compact, 4-stage, a-c operated remote amplifier is especially designed for semi-permanent installations in churches, night clubs, etc. Gain control is screwdriver set; self-contained power supply.

SPECIFICATIONS

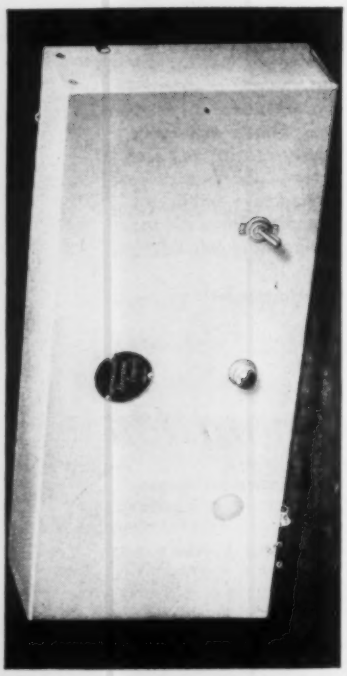
Frequency Response: Uniform within ± 1 db, from 30 to 20,000 cycles.
Maximum Gain: 80 db.
Output Noise Level: — 60 db.
Distortion: 1% from 50 through 7500 cycles, measured at 2 volts across 600 ohms.
Input Impedance: 30, 125, 250 and 500 ohms.
Output Impedance: 600 ohms.
Power Output: Maximum + 10 dbm.
Dimensions: 16⅞" x 6½" x 3".
Weight: 8 lbs. 5 ozs.
Finish: Aluminum Gray.

This amplifier may be equipped with either Cannon or Hubbel Connectors.

Price, F.O.B. Dallas **$87.50**
Complete with Tubes

INTERNATIONAL ELECTRONICS CORPORATION
4145 Commerce Street Dept. C DALLAS 1, TEXAS

We Design Special Equipment or Will Build to Your Own Specifications



February 20 Decisions . . .

BY COMMISSION EN BANC

Conditional Grant

Kennett Broadcasting Corp., Kennett, Mo.—Authorized cond. grant for Class B instead of Class A station, added Channel 255 to Kennett and proposed said channel (98.9 mc), subject to further review and approval of engineering details.

FM CPs Deleted

KYJC-FM Medford Printing Co., Medford, Ore.—Granted request for cancellation of CP for Class A FM station and dismissed application.

WLOL-FM Independent Merchants Broadcasting Co., Minneapolis—Granted request for cancellation of CP for Class B FM station.

WPBN Parker Bros. Inc., Ahoskie, N. C.—Same.

WBIL Southeastern Massachusetts Broadcasting Corp., New Bedford, Mass.—Granted request to dismiss without prejudice application for extension of time in which to complete construction and for cancellation of CP for Class A FM station.

STA for STL

Catawba Valley Broadcasting Co. Inc., Hickory, N. C.—Granted special temp. authorization for 6 mos. to operate an ST link trans. on 201 mc to carry programs from studio to trans. of FM station WHKY-FM.

Hearing Designated

WCAE Inc., Pittsburgh—Designated for hearing application for television station to operate on Channel 10 (192-198 mc) in consolidated proceeding with other applications in Pittsburgh area previously designated for hearing in Dockets 7287 et al.

Fall River Herald News Pub. Co., Fall River, Mass.—Designated for hearing application for new station in consolidated proceeding with New England Television Co. Inc. application for new station at Fall River and E. Anthony & Sons Inc. for new station at New Bedford, Mass. previously designated for hearing.

Petition Denied

United Detroit Theatres Corp., Detroit, Mich.—Adopted memorandum opinion and order denying petition for special relief, filed by United Detroit Theatres Corp., requesting that applications pending for extension of completion dates filed by holders of CPs for television stations at Detroit, who have not substantially completed construction, be designated for consolidated hearing with other applications pending for unassigned channels allocated to Detroit metropolitan district.

New England Theatres Inc., Boston, Mass.—Adopted memorandum opinion and order denying petition for special relief, filed by New England Theatres Inc., requesting that applications pending for extension of completion dates filed by holders of CPs for television stations authorized to operate on channels allocated to Boston metropolitan district who have not substantially completed construction, be designated for consolidated hearing with other applications pending for unassigned channels allocated to said district.

Television Productions Inc., San Francisco—Adopted memorandum opinion and order denying petition for special relief, filed by Television Productions Inc., requesting that applications pending for extension of completion dates filed by holders of CPs for television stations at San Francisco who have not substantially completed construction, be designated for consolidated hearing with other applications pending for unassigned channels allocated to San Francisco-Oakland metropolitan district.

ACTIONS ON MOTIONS
(By Commissioner Walker)

Empire Coil Co. Inc., Allison Park, Pa.—Granted petition to dismiss without prejudice its application for new TV station.

Empire Coil Co. Inc., Sharon, Mass.—Same.

Russell G. Eversole, Petersburg, Va.—Granted petition to dismiss without prejudice his application; further ordered that application of Hopewell Broadcasting Co. Inc. be removed from hearing.

Englewood Radio and Recording Co., Englewood, Col.—Granted petition to dismiss without prejudice its application; further ordered that application of KGEK Sterling, Co., be removed from hearing docket.

KFMJ Tulsa, Okla.—Dismissed without prejudice application of KFMJ for CP pursuant to provisions of Sec. 1.365 (c) of rules and subject to right of reinstatement provided therein.

ACTIONS OF THE FCC

FEBRUARY 20 to FEBRUARY 26

CP-construction permit
DA-directional antenna
ERP-effective radiated power
ST-studio-transmitter
synch. amp.-synchronous amplifier
ant.-antenna
D-day
N-night
aur-aural
vis-visual
cond.-conditional
LS-local sunset
mod.-modification
trans.-transmitter
unl.-unlimited hours

The New Britain Broadcasting Co., New Britain, Conn.—Granted petition to dismiss without prejudice application for TV station.

WLOA Braddock, Pa.—Granted petition to dismiss without prejudice application.

The Four States Broadcasting Co. Inc., Hagerstown, Md.—Granted petition for continuance of hearing in re Docket 8510 from Feb. 26 to March 31.

Alexandria Radio Corp., Alexandria, Minn.—Granted petition for leave to amend its application to show change in applicant's stockholders and staff.

WSIV Pekin, Ill.—Granted petition for continuance of hearing in re Docket 8342 from Feb. 27 to April 27.

Northwestern Indiana Radio Co. Inc., Valparaiso, Ind.—Granted petition requesting that Commission change place of hearing scheduled March 15 from Washington, to Gary and Valparaiso, Ind., and Bloomington and Peru, Ill., in proceeding in re Dockets 8197 et al; and further ordered said hearing continued to May 25 at Gary, May 26 at Valparaiso, May 27 at Bloomington, and May 28 at Peru.

Middlesboro Broadcasting Co., Middlesboro, Ky.—Dismissed petition requesting reinstatement of CP.

Suffolk Broadcasting Corp., Coram, N. Y.—Granted in part petition for continuance of hearing schedule for Feb. 25 to March 29 at Coram.

Northwestern Theological Seminary and Bible Training School, Minneapolis—Granted petition for continuance of hearing scheduled Feb. 25 to April 28 in re applications for AM and FM stations.

KIDO Boise, Ida.—Granted petition of KIDO for leave to amend its application to specify 630 kc 5 kw unl. DA in lieu 1380 kc 5 kw unl. DA. Amendment was accepted and applications removed from hearing docket; further ordered that application of KRKO Everett, Wash., be removed from hearing.

KTRH Houston, Tex.—Granted petition of KTRH for leave to amend its application to show B. F. Orr as president and director, instead of assistant secretary; G. W. Cottingham as vice president and assistant secretary instead of president and director, and to show removal of D. B. Howard from office of vice president.

KMA Shenandoah, Iowa—Granted petition for leave to intervene in proceeding on applications of Ponca City Pub. Co. and WBBZ.

R. G. LeTourneau, Longview, Tex.—Granted petition for leave to amend his application to specify 1280 kc 1 kw D in lieu 960 kc 5 kw D, to change location of main studio etc. Amendment was accepted and application removed from hearing. Dismissed petition insofar as it requests grant of application without hearing.

Model City Broadcasting Co. Inc., Anniston, Ala.—Commission on its own motion continued hearing scheduled Feb. 24 to March 11 in re Docket 8388.

Blackhawk Broadcasting Co., Sterling, and WTAX Springfield, Ill.—Continued consolidated hearing scheduled Feb. 20 to March 4 in re Dockets 8179 and 8180.

New England Television Co. Inc., Fall River, and E. Anthony & Sons Inc., New Bedford, Mass.—Ordered continuance of hearing now scheduled Feb. 26 at Fall River and Feb. 27 at New Bedford to March 25 and March 26 at Fall River and New Bedford, respectively, in re TV applications.

The Farmington Broadcasting Co., Farmington, N. M.—Ordered continuance of hearing scheduled for Feb. 24 at Farmington, to March 2, in re Docket 8725.

WJMR New Orleans—Granted petition for continuance of hearing scheduled Feb. 24 to April 22 in re Docket 8517.

February 24 Decisions . . .

BY COMMISSION EN BANC

Authorization Extended

WORL Boston—Adopted order extending authorization to operate station WORL under temp. license until June 1, 1948, provided, however, that petitioner may make application for further extension of temp. license pending showing that it is proceeding diligently in prosecution of its appeal.

Renewal of License

WRDW Augusta, Ga.—Granted renewal of license for period ending Nov. 1, 1950.

W6XLA W6XYZ Television Productions Inc., Los Angeles—Granted renewal of exp. TV licenses for period ending Feb. 1, 1949.

W9XUI State U. of Iowa, Iowa City—Granted renewal of exp. TV station license for period ending Feb. 1, 1949.

Modification of CP

WSLS Roanoke, Va. — Granted mod. CP to change frequency to 610 kc, change type trans., change trans. location, and approval of DA system.

WMIE Miami, Fla.—Granted mod. CP to change trans. location and type trans.

AM—1450 kc

Myrtle Beach Bcstg. Co., Myrtle Beach, S. C.—Granted CP new AM station 1450 kc 250 w unl.; engineering cond.

Hearing Designated

WFNS Burlington, N. C.—Designated for hearing application to increase hours from D to unl. and install DA-N.

Modification of CP

WLCW La Crosse, Wis.—Granted mod. CP to change trans. location.

SSA—830 kc

WNYC New York—Granted special service authorization to operate from 6 a.m. to 10 p.m. EST for period of 6 mo. from March 2, subject to same terms and conditions as previous grants.

Petition Dismissed

Harry S. Goodman—Adopted memorandum opinion and order dismissing petition for declaratory ruling that program known as "Radio Telephone Game" is not violation of Sec. 316 of Act.

SSA—1360 kc

KVRS Rock Springs, Wyo.—Denied special service authorization to operate on 1360 kc unl. with 1 kw-D 250 w-N employing non-DA for period not to exceed 6 mo.

Petition Denied

Hanover Bcstg. Co. Inc., Hanover, Pa.—Adopted order denying petition insofar as it requests hearing on Feb. 24, granted petition insofar as it requests designation of its application and that of Hanover Bcstrs. and said applications were designated for consolidated hearing.

Transfer Granted

WDUK Durham, N. C.—Waived provisions of Rule 1.321 and granted application for consent to transfer control of WDUK Inc. to fulfill cond. attached by Commission grant of CP on Oct. 30, 1947.

Hearing Designated

W. Paul Oury, Westerly, R. I.—Designated for hearing application for new station 1230 kc 250 w unl. and mod. WTHT Hartford, Conn., and WNEB Worcester, Mass., parties to proceeding.

Winchester Bcstg. Corp., Winchester, Va.—Designated for hearing application for new station 1270 kc 1 kw D.

WKRT Cortland, N. Y.—Designated for hearing application for mod. CP to increase hours from D to unl., to install DA-N and change power from 1 kw to 500 w, 1 kw-LS.

TV—174-180 mc

Scripps Howard Radio Inc., Cincinnati—Granted CP new television station, Channel 7 (174-180 mc), vis. power 20.8 kw, aur. 10.4 kw, ant. 545 ft.

February 24 Applications . . .

ACCEPTED FOR FILING

Modification of CP

KROW Oakland, Calif. — Mod. CP which authorized increase power, in

(Continued on page 62)

GET THE EXTRA VALUE OF COMPLETE ENGINEERING ASSISTANCE

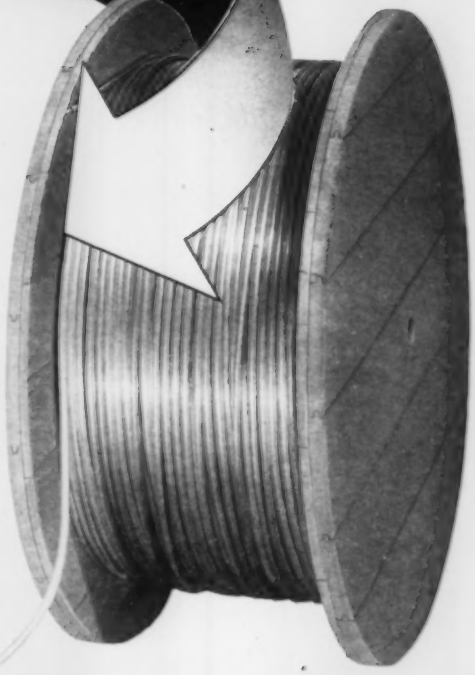
SELECT

Andrew

TRANSMISSION LINE

and ANTENNA EQUIPMENT

for AM FM TV



At no extra cost, you get the advice and experience of a corps of skilled engineers when you select ANDREW equipment. They will answer your questions and assist in solving your specific installation problems.

From the day your inquiry is received, until the day you go on the air, your problems are our problems. The ANDREW sales staff of graduate engineers will not only quote on a complete bill of materials, but will also offer at no extra cost valuable engineering information on how to use ANDREW equipment most effectively. And the free advisory service of the ANDREW engineering department remains at your command until the equipment you purchase is installed and functioning at highest efficiency. ANDREW is not satisfied until you are.

Supplying *"everything you need between transmitter and antenna"* for AM, FM and TV is the cornerstone on which the ANDREW reputation for competence, and completeness of service, has been built. It represents a sound, evolutionary growth which began when ANDREW pioneered in the development of the coaxial cable now so successfully used in 90% of radio installations. For this is ANDREW'S specialized field – a field in which Andrew continues to hold unchallenged leadership.

If getting on the air is your problem, let ANDREW make your job easier, your station more efficient. Write today!

COMPLETE CONSULTING ENGINEERING SERVICE ALSO AVAILABLE TO BROADCASTERS

ANDREW'S enlarged staff of consulting engineers is prepared to undertake all, or any part, of your installation program, including: preparation of FCC application, supervision of studio or transmitter building construction, selection and installation of equipment, final engineering adjustments and coverage surveys. Full details on request.

Andrew CORPORATION

ANDREW

363 EAST 75TH STREET, CHICAGO 19

TRANSMISSION LINES FOR AM, FM, TV • DIRECTIONAL ANTENNA EQUIPMENT • ANTENNA TUNING UNITS • TOWER LIGHTING EQUIPMENT • CONSULTING ENGINEERING SERVICE

WRITE FOR COMPLETE CATALOG.

TRYLON LADDER TOWERS

No. 1 in a Series of Six Advertisements Presenting Features Important to You

TWICE as many important features ...no penalty in price

FEATURE of the MONTH
TRYLON'S exclusive cold-forging process makes the "Pres-tite" connector for the strongest part of the guy!

It's surprising that all other guyed vertical radiators don't have half of these features. But, even stranger, some do not have *one* of them. Discriminating TRYLON owners, though, now enjoy the "extra-bonus" of all these important constructional advantages:

1. Prefabricated "Pres-tite" guy wire connections.
2. Three Steatite insulators with "Equi-Temp" base section.
3. Low resistance, no bonding or brazing necessary at the splices.
4. "Easy-to-climb" ladder on each tower.
5. Hot dip galvanizing to rigid Army and Navy specifications.
6. "Palnuts" for every bolt.

And, not shown, concrete on metal anchors — a safety "must."

Ask for your copy of Catalog B now!

Phone, wire or write Tower and Antenna Division

WIND TURBINE COMPANY
West Chester, Pennsylvania

TRYLON LADDER TOWERS

SILVER DOLLAR swap idea is basis of Friday morning broadcast over WMCK McKeesport, Pa., in program sponsored by local jewelry merchant. Show originates in front of jewelry store. Listeners are asked to send in suggestions on swap items and those whose suggestions are used receive gift from sponsor. First person in audience to produce item asked for receives silver dollar. If item is not produced, dollar goes into Silver Dollar Jackpot and is given away on "Silver Dollar Jackpot Swap Show," broadcast last Friday of each month. Plans are being made to expand program to three days a week from three different communities.

'Operation Romance'

BRINGING together aviation cadets and San Antonio girls for express purpose of dating is aim of new series, "Operations Romance," aired Saturday over WOAI San Antonio. Originating from Randolph Field, cadet show features seven girl guests from various civic organizations in the city, and seven cadets are chosen during show to take girls to Officers' Club after each show to dine and dance—all on the house. Before broadcast, cadets drop name cards in fish bowl, from which contestants are drawn. Three or four cadets are chosen for each girl and by having her describe her ideal man, Dick Perry, WOAI m.c., selects her date. Competing cadets urge their qualifications as escorts and state why they would like to date the girl.

TV Weather Reports

DESCRIPTIVE charts and graphs are used in Mon.-Fri. weather reports televised over DuMont television network. Originating at DuMont's Washington outlet, WTTG, programs feature F. W. Reichelderfer, U. S. Weather Bureau Chief, and Meteorologist J. C. Fidler. General weather conditions for entire country are covered, with cut-ins by network stations who give official local forecast. WTTG feeds series to WABD New York and WMAR-TV Baltimore. Roger M. Coelos produces and directs the series.

Radio Court

COURT-TRIBUNAL type series titled "On Trial" was introduced by WCOP Boston Feb. 22 and aired coast-to-coast over ABC. Public interest program features faculty and students of Harvard Law School, participating in American trial court procedure in examining public issues. Judge, opposing counsel, and witnesses are presented, while radio audience comprises jury. First in series of four programs to originate from WCOP, the "On Trial" broadcast examined question "Should the U. S. advocate UN enforcement of the Palestine partition?"

WMID Features

MUSIC and quiz combination is used on new nightly series, "Famous Lady," aired over WMID Atlantic City, N. J. Sponsored by Famous Lady Store of Style, highlight of series is contest in which sponsor gives different gift each night. Three clues are given to identity of a famous lady of history, fiction, etc. During program first line of two line jingle also is given. Listeners are asked to guess name of famous lady and supply last line to jingle. Best entries receive prizes. Another new WMID feature is "Halkins Kiddie Quiz" sponsored by Halkin's Children's Shop. Show is conducted as big studio party and features stunts such as apple bobbing contest and bubble gum chewing contest, which are described for radio audience by "Uncle" Al Owen, m.c. Both shows have been signed by sponsors for 52 weeks.

Fair Coverage

RIVERSIDE County (Calif.) Fair and National Date Festival held last month was given complete coverage by KREO Indio-Palm Springs, Calif. Station aired 32 remote broadcasts during Festival from various points on fair grounds, covering outstanding activities and conducting interviews with visitors. All 32 remotes were commercial, station reports. First official activity of the event was arrival of 12 candidates for queen. KREO recorded interviews with all candidates and aired judging and selection of the queen and hour-long parade. On fair grounds, station also had booth which featured wire-recorder for entertainment of visitors.

Presents Award

PRIZE WINNER for 16th District of National Assn. of Broadcasters' contest conducted during National Radio Week on subject "What Is Your Favorite Program and Why?" was guest of honor recently on "Gal Next Door" program on KFXM San Bernardino, Calif. Winner, Burr Willard, blind resident of San Bernardino, was presented with his award of a Bendix radio during the show which is conducted by Kit Stearns. Directors of Bendix Radio Corp. were so impressed with Mr. Willard's letter in light of his handicap, that they presented this 16th District winner with console, FM-shortwave-AM-radio-phonograph combination instead of tabletop model originally scheduled as prize. Mr. Willard's letter was selected out of over 200,000 entries.

Programs

TRIO of KALL Salt Lake City staff members won major program awards in the annual Salt Lake Advertising Club competitions. L to r are Craig Rogers, program director, who produced "In the Public Interest," winner of silver plaque in drama division; Phyllis Perry, "Woman's Page" commentator, who copped gold award in women's appeal division, and Mal Wyman, winner of gold award in sportscasting.

'Was It You?'

LOCAL SHOPPERS or housewives have opportunity to win cash prize each day on new feature of "Anything Goes" program, aired on WJR Detorit. WJR mystery reporter gives M.C. Ron Gamble description of situation or conversation occurring anywhere in Detroit where women shop. During new feature, called "Was It You?", Mr. Gamble airs description of person and the event. Any listener who thinks description fits her is requested to contact WJR. If person is identified by mystery reporter she receives $10. If no identity is made, money accumulates and $10 more is added to prize until correct identification is made.

Outstanding Women

WOMEN of outstanding public service to the community are introduced on new weekly feature, "Portraits of New England Women," on WLAW Lawrence, Mass. Conducted by Eileen Kneeland, WLAW women's commentator, series brings to listeners' attention many timely topics of today, such as juvenile delinquency, teacher shortage, etc. Purpose of show is to turn spotlight on New England women and what they are doing in community life toward betterment of living conditions and general improvement as a whole.

Receives Award

DISTINCTIVE merit award for 1947 was presented to KMPC Hollywood's "The Woman's Voice" program by National Retail Dry Goods Assn. in company's second annual retail radio program contest. Program, conducted by Jeanne Gray, features interviews with representatives of various women's organizations. Milliron's, Los Angeles (department store), sponsors the program. Agency handling account is Hunter Adv., Los Angeles.

History of Politics

DRAMATIC presentation of birth, life and death of American political parties and politics is portrayed in new series, "Cavalcade of American Politics," heard over WCAU Philadelphia, Sun. 2:45 p.m. To continue until political convention in Philadelphia this summer, programs are produced in cooperation with U. of Pennsylvania, Temple U. and Philadelphia Committee of 70. Format is threaded around mythical Ross family, who have lived in Philadelphia for seven generations and made political lore a family avocation. John W. Charest, of WCAU program department, directs series, which is written by Joseph T. Connolly, station's program director, and Joanne Meyers and Mr. Charest.

Covers Robbery

VALUE of television in news reporting again was emphasized by WEWS Cleveland during recent loan company robbery. WEWS cameramen arrived on scene before detectives, station reports. Robbery occurred at 5:45 p.m. and WEWS-FM carried account of it on 6 p.m. newscast. Video newsreel was aired at 8 p.m., beating all other media, according to station officials. WEWS newsroom got tip on story from police shortwave broadcast and immediately went into action.

KTUL Plays Cupid

KTUL Tulsa, Okla. operated briefly as a matrimonial bureau recently, but station reports it does not intend to make a habit of it. Jack Morris, KTUL news chief, and Newscaster Bob Lawson, during "News Room" show, ribbed Cecile Davis, station news reporter, about her coming marriage. Following day a 73-year-old lady called Mr. Morris to tell him that she was happy to hear about the marriage but that she was very lonely herself and would like to find a husband who would keep her company and would go to church with her. Touched by her story, Mr. Morris aired it on his program and as result received replies from three equally lonely elderly bachelors. Meeting was arranged between one of the bachelors and the lonely lady, and they were married, complete with corsage from WTUL and Miss Davis and Mr. Morris as witnesses.

GOOD DELIVERY FROM STOCK

All of your broadcast accessory needs, large or small, will be shipped the same day you order them from Gates.

Here are some of the items on our shelves:

AM MODULATION MONITORS
PROGRAM AMPLIFIERS
MONITORING AMPLIFIERS

GATES

PREAMPLIFIERS
POWER SUPPLIES
ANTENNA TUNING UNITS

Many models of transmitters are in stock too. These include:

the famous 250C-1, quarter kilowatt—BF-250A, quarter kilowatt FM transmitter BC-1E, one kilowatt

SALES LOCATIONS:
123 Hampshire, Quincy, Ill.
Warner Building, 13th & E Sts., N.W., Washington, D. C.
246 Baltimore, Waterloo, Iowa
2227 East 10th St., Tulsa, Okla.
574 Hargrave St., Inglewood, Cal.
LaBranch at Clay, Houston, Tex.
425 Peachtree St., Atlanta, Ga.

Other models can be delivered in a few weeks from receipt of your order.

GATES RADIO COMPANY
Quincy, Illinois

RCA-5671—The power triode with thoriated-tungsten filament

Save up to $1200 a year in filament power*

...with the new RCA-5671

Here it is . . . a triode for 50-kilowatt transmitters . . . a tube that draws *60 per cent less filament power* than a conventional pure-tungsten-filament type. Here is a tube that makes possible approximate savings of $1200 a year* in standard transmitters.

This unusual economy results from the use of a thoriated-tungsten, multi-strand filament of proved design . . . that provides a reserve of emission for long, uninterrupted service . . . that reduces hum modulation below FCC requirements—*even without feedback.*

To obtain all the power-tube performance you pay for, buy RCA tubes. They're available, for your convenience, directly from RCA . . . or from your local RCA Tube Distributor. For full information, write: RCA, Commercial Engineering, Section CP36, Harrison, N. J.

*Based on the operation of four tubes for 6500 hours at 1 cent per kilowatt-hour.

THE FOUNTAINHEAD OF MODERN TUBE DEVELOPMENT IS RCA

TUBE DEPARTMENT

RADIO CORPORATION of AMERICA

HARRISON, N. J.

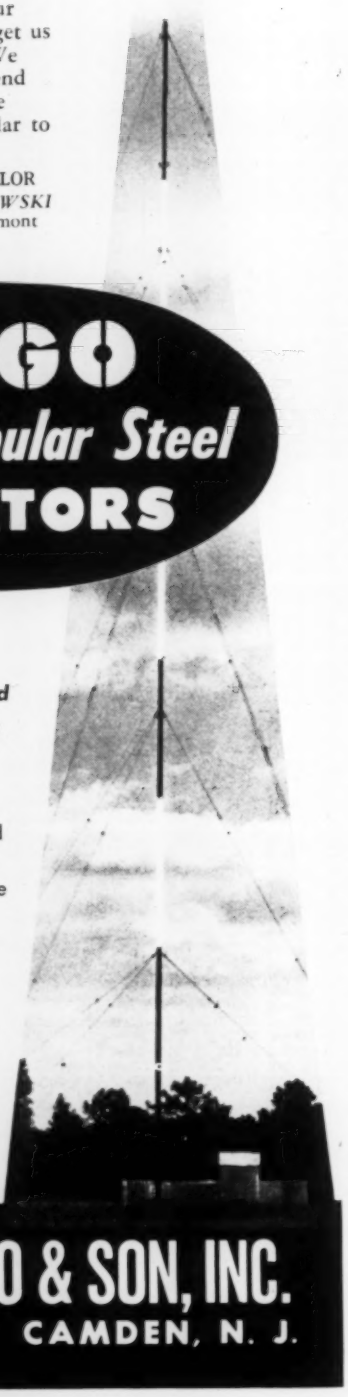
SATISFACTION IS THE KEY TO LINGO'S PROGRESS

"... pleased with performance ... ease of erection and ... comparatively low cost ..."

"... thank you for your excellent cooperation to get us on the air in a hurry. We will be glad to recommend Lingo radiators to anyone having an operation similar to ours. ..."

—CARL R. TAYLOR
Business Manager, Station WSKI
Montpelier, Vermont

LINGO
Vertical Tubular Steel
RADIATORS



These 5 Big "Extras" at No Extra Cost Recommend Your Consideration of Lingo:

1. Moderate Initial Cost
2. Low Maintenance Cost
3. Top Performance Assured
4. Easy to Erect
5. Over 50 Years Experience

Write for Pertinent Data

We will be glad to supply advice on such problems as proper radiator height, ground systems, and other related problems. For factual data please indicate location, power and proposed frequency.

JOHN E. LINGO & SON, INC.
EST. 1897 CAMDEN, N. J.

FCC Actions

(*Continued from page 58*)

Applications Cont.:

stall new trans. and DA-DN and change trans. location, for extension of completion date.

KHBC Hailo, T. H.—Mod. CP, as mod., which authorized change frequency, increase power, install new trans. and to change trans. and studio locations, for extension of completion date.

WSOY Decatur, Ill. — Mod. CP, as mod., which authorized install new trans. and make changes in ant. and mount FM ant. on top of AM tower and change trans. and studio locations, for extension of completion date.

WMBD Peoria, Ill.—Mod. CP, as mod., which authorized increase N power, install new trans. and DA-N, mount FM ant. on No. 4 tower and change trans. and studio locations, for extension of completion date.

License for CP

WKBB Dubuque, Iowa—License to cover CP, as mod., which authorized install new vertical ant. and mount FM ant. on top of AM tower.

Modification of License

WLBZ Bangor, Me.—Mod. license to change name of licensee corporation from Eastland Bcstg. Co. to Maine Bcstg. Co.

Modification of CP

WJLB Detroit, Mich.—Mod. CP, as mod., which authorized make changes in ant., install new trans. and change trans. location, for extension of completion date.

License for CP

WMIN St. Paul, Minn.—License to cover CP, as mod., which authorized change trans. location, install new vertical ant. and mount FM ant. on top of AM tower.

AM—1450 kc

Birney Imes Jr., Grenada, Miss.—CP new standard station 1490 kc 250 w unl.

Modification of CP

KYES Butte, Mont.—Mod. CP which authorized new standard station, for extension of completion date.

KMSU Missoula, Mont. — Mod. CP. which authorized new standard station for approval of ant. and trans. location and to specify studio location.

KLAS Las Vegas, Nev.—Mod. CP, as mod., which authorized new standard station to change studio location.

AM—740 kc

Huntington-Montauk Bcstg. Co. Inc., Huntington, N. Y.—CP new standard station 740 kc 1 kw D DA.

AM—1450 kc

WHKP Hendersonville, N. C. — Authority to determine operating power by direct measurement of ant. power.

License for CP

WMFR High Point, N. C.—License to cover CP, as mod., which authorized make changes in vertical ant. and install FM ant. and authority to determine operating power by direct measurement of ant. power.

Modification of CP

WVOT Wilson, N. C.—Mod. CP, as mod., which authorized new standard station, to change studio location.

WLIO East Liverpool, Ohio—Mod. CP which authorized new standard station, for approval of ant. and trans. location and specify studio location.

AM—1600 kc

Cushing Bcstg. Co., Cushing, Okla.—CP new standard station 1600 kc 500 w D.

Modification of CP

WTMA Charleston, S. C.—Mod. CP, as mod., which authorized change frequency, make changes DA-N, increase power, install new trans. and change trans. location, for extension of completion date.

License for CP

WKIX Columbia, S. C.—License to cover CP which authorized change frequency, increase power, install new trans. and DA-N and change trans. location.

License for CP

KNUZ Houston, Tex.—License to cover CP, as mod., which authorized new standard station and change studio location.

WDNE Elkins, W. Va.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

TV—192-198 mc

San Diego Bcstg. Co., San Diego, Calif.—CP new commercial television station on Channel 10, 192-198 mc, ERP vis. 20 kw, aur. 10 kw and unl.

TV—54-60 mc

Zenith Radio Corp., Chicago—CP new commercial television station on Channel 2, 54-60 mc, ERP vis. 15 kw, aur. 7.5 kw unl.

All for Baby

ALTHOUGH the frequency on which Fort Worth's Lullaby Diaper Service does business is not within FCC's domain, the firm applied to the Commission last week for a frequency which is of concern to the government agency. The diaper service seeks a Class 2 experimental land station with five mobile units for use with its local pickup and delivery system and claims that with the communications facility it "will permit applicant to render a superior service to the community and so doing will be in the public interest, convenience and necessity."

TV—186-192 mc

Thomas Patrick Inc., St. Louis—CP new commercial television station on Channel 9, 186-192 mc, ERP vis. 29.6 kw and aur. 15.6 kw and unl.

TV—180-186 mc

Atlantic City Television Bcstg. Co., Atlantic City, N. J.—CP new commercial television station on Channel 8, 180-186 mc, ERP vis. and aur. 1.0 kw and unl.

Atlantic City World Inc., Atlantic City, N. J.—CP new commercial television station on Channel 8, 180-186 mc, ERP vis. 1 kw, aur. 500 w and unl.

Mid-Atlantic Bcstg. Co., Atlantic City, N. J.—CP new commercial television station on Channel 8, 180-186 mc, ERP vis 1 kw aur. 500 w and unl.

TV—76-82 mc

Radio Projects Inc., Syracuse, N. Y.—CP new commercial television station on Channel 5, 76-82 mc, ERP vis. 25.6 kw, aur. 12.8 kw and unl.

TV—174-180 mc

Shamrock Bcstg. Co., Houston, Tex.—CP new commercial television station on Channel 7, 174-180 mc, ERP vis. 30.4 kw, aur. 15.2 kw and unl.

TV—60-66 mc

Richmond Radio Corp., Richmond, Va.—CP new commercial television station on Channel 3, 60-66 mc, ERP vis. 16.9 kw, aur. 8.48 kw and unl.

PETITION FOR REINSTATEMENT

TV—180-186 mc

Capitol Bcstg. Corp., Indianapolis, Ind.—CP new commercial television on Channel 8, 180-186 mc and ERP vis. 24.143 kw aur. 12.9 kw.

TENDERED FOR FILING

AM—590 kc

WEEI Boston—License to adjust DA

Assignment of CP

KBGS St. Louis—Consent to assignment of CP to Radio St. Louis Inc.

Modification of CP

KRAM Las Vegas, Nev.—Mod. CP to change hours from D to unl., power from 1 kw D to 500 w-N 1 kw-D and install DA-N.

AM—1430 kc

Barnes H. Broiles, Carl B. Everett, John Ben Shepperd, Thomas C. Unis and Henry Wade d/b as The Gladewater Bcstg. Co., Gladewater, Tex.—CP new standard station 1430 kc 1 kw D.

Assignment of CP

WXNJ Somerset County, N. J.—Consent to assignment of CP of FM station to WXNJ Inc.

FM—96.5 mc

Robert R. Thomas Jr., Oak Hill, W. Va.—CP new FM station (Class B) on Channel 253, 96.5 mc and ERP 15.5 kw.

TV—204-210 mc

Indiana Bcstg. Corp., Indianapolis—CP new commercial television station on Channel 12, 204-210 mc, ERP vis. 27.8 kw and aur. 13.9 kw.

TV—210-216 mc

Globe-Democrat Pub. Co., St. Louis—CP new commercial television on Channel 13, 210-216 mc and ERP vis. 31.5 kw aur. 15.75 kw.

AM—66-72 mc

Star-Times Pub. Co., St. Louis—CP new commercial television on Channel 4, 66-72 mc and ERP vis. 14.22 kw and aur. 7.11 kw.

TV—186-192 mc

WGR Bcstg. Corp., Buffalo, N. Y.—CP new commercial television on Channel 9, 186-192 mc and ERP vis. 30.4 kw, aur. 15.2 kw.

(*Continued on page 70*)

Several Ontario Stations Off Air in Power Trouble

LISTENERS throughout southern Ontario are missing many daytime radio programs and a number of stations have been temporarily off the air, as a result of the electric power saving campaign of the Ontario Hydro Electric Power Commission. Starting Feb. 16 at Toronto, and Feb. 18 elsewhere in southern Ontario, switches have been pulled in all urban centers at set times each day for periods varying from 15 minutes to an hour, affecting all electric power consumers.

Studios in all stations were blacked out first few days when power cuts were made at unannounced times, but since then emergency battery supplies have been installed so that programs can continue. Network programs from the United States are now being fed through Montreal rather than Toronto.

Technical

GLEN KLEIN, with engineering staff of KMA Shenandoah, Iowa for past six years, has been appointed chief engineer of KAUS Austin, Minn.

WBIR Knoxville, Tenn., has completed and is now broadcasting from its new ½ wave antenna. Antenna is Truscon guyed tower with top loading. Overall height is 465 feet.

C. F. MacWILLIAMS, formerly of CJCH Halifax, has joined operating staff of CBA Sackville, N. B.

JOHN MENY, transmitter engineer of KTSA San Antonio, Tex., is the father of a son, John Scott.

BOB WAGNER, engineer at WHWL Nanticoke, Pa., is the father of a boy, James Lee, born Feb. 18.

ROBERT J. KENNEDY, of Kear & Kennedy, Washington communications engineer firm, is the father of a girl, born Feb. 18.

DUANE ALLISON, chief engineer at KHAS Hastings, Neb., and Geneva Karr have announced their engagement.

RALPH J. KINGSLEY, technical director of WBEN Buffalo and its FM and TV outlets, eyes the 30-cent reflectometer tube and the $1700 final-amplifier tube, part of the installation of WBEN-TV, which was scheduled to begin telecasting test patterns last week. WBEN-TV expects to begin regular programming in late spring.

Sponsors

EVERSHARP Inc., New York, announced last week that **ARTHUR H. ROGOW**, vice president in charge of research engineering, has been elected president and a director of the company. Others named are: **R. HOWARD WEBSTER**, Montreal fur merchant and financier, named member of executive committee; **LOUIS A. STONE**, vice president and treasurer, elected senior vice president and treasurer; **THOMAS EMERSON**, vice president, appointed general sales manager of domestic and export sales, and **LEO STRAUSS**, assistant secretary and assistant treasurer, named vice president in charge of administration and assistant treasurer.

PILLSBURY MILLS (flour) has renewed "Grand Central Station," heard Sat. 1-1:30 p.m. on CBS, for 52 weeks effective Feb. 28, through McCann-Erickson, Chicago.

HUDSON SALES Corp., New York agency for Hudson Motor Car Co., will use five video spots a week on WABD New York, starting March 1 and continuing for 13 weeks, through Pacemaker Adv., New York.

CHICAGO TRIBUNE Feb. 25 started 12-day spot schedule (station breaks, participating announcements) on nine Chicago stations (four network, five independent) to promote its annual International Sports, Travel and Boat Show. WGN, Tribune station, is heaviest user, with others each carrying minimum of four spots per day. Agency: C. C. Fogarty Co., Chicago.

BEVERLY HILLS Polo Club has appointed Roche-Eckoff & Assoc., Hollywood, to handle advertising for the High Goal Polo Season to be held March through April at Beverly Hills Polo Grounds, Riviera Country Club, Los Angeles.

FRANK H. LEE Co., New York (Disney Hats Inc. division), has appointed Grey Adv., New York, to handle its advertising.

LEHN & FINK Inc., New York (Portrait Home Permanent Wave), has appointed Duane Jones Co., New York, as its advertising agency.

WALTHAM WATCH Co., Waltham, Mass., has appointed Kastor, Farrell, Chesley & Clifford, New York, to handle its advertising campaign. Advertiser uses spot announcements and will continue its present schedule. Future radio plans for account have not yet been decided. N. W. Ayer & Son, Philadelphia, formerly served the advertiser but resigned the account last week.

GENERAL ANILINE & FILM Corp., Antara Products division, has appointed Botsford, Constantine & Gardner, San Francisco, to handle Pacific Coast advertising for "Glim," soapless liquid for dishwashing. National advertising for Glim and local campaigns east of the Rockies will be handled by Doherty, Clifford & Shenfield Inc., New York. Radio will be used.

KERR GLASS MFG. Corp., Los Angeles ("Self-Sealing" Brand Mason Jars, caps and lids for home canning), has appointed Lennen & Mitchell, Beverly Hills, Calif., as its national advertising representative effective immediately. Radio will be used.

MAX E. YOUNGSTEIN has been named vice president in charge of advertising, publicity and exploitation for Eagle Lion Films. He has directed those activities since company was formed late in 1946. Firm has announced it is planning radio promotion campaign for film "Ruthless," produced by Arthur Lion Productions and released by Eagle Lion.

IRVING RUBENSTEIN, for past 22 years member of Adam Hat Stores Inc., New York, has been elected vice president. Mr. Rubenstein has been serving as general manager of retail operation and as a member of the board.

TEEN-TIMERS Inc., New York (dress manufacturers), will start sponsorship of "Teentimers Club," Sat. 11:30-12 p.m. on MBS, effective March 13. Format will include Johnny Desmond as m.c. and Fred Robbins as announcer with name star bands guesting each week. Contract is for 52 weeks. Agency: Buchanan & Co., New York.

GENERAL FOODS, New York (Minute Rice), has reinstated its spot campaign on 12 stations this month to run through March 31. One-minute spots will vary from five to six weekly on each station. Sponsor had originally cancelled announcements Jan. 1. Agency: Young & Rubicam, New York.

INDUSTRIAS REUNIDAS F. MATARAZZO S. A. of Sao Paulo, Brazil has appointed McCann-Erickson's office in that city to handle advertising of its "Margarite," a margarine. Radio will be used.

CAPITAL AIRLINES, Washington, D. C., has appointed Lewis Edwin Ryan Agency, Washington, to handle advertising. Radio will be used.

SOIL OFF MFG. Co., Glendale (cleaning fluid), March 23 starts for 52 weeks two weekly sponsorship (Tues. and Thur.) of "Front Page Features" on 13 CBS stations. Agency: McCann-Erickson, Los Angeles.

WILLIAM BRENNER FURNITURE MFG. Co., Cincinnati, has arranged cooperative deal with Mayfair Transcription Co., Hollywood, for transcribed Alan Ladd "Box 13" series. Program will start over WKRC Cincinnati in weekly airing and will be made available to dealers in other cities on 50-50 basis with manufacturer paying half of program cost. Sheridan Adv., Cincinnati, is handling account in that city.

ALBERT BROWNING, vice president of Ford Motor Co., and **HARRY ERLICHER**, vice president of General Electric Co., have been named to advisory committee of newly-formed National Academy for Public Purchasing, Washington, D. C.

OLDSMOBILE Div. of General Motors Corp. and Oldsmobile dealers of New York City have signed for sponsorship of "Review of the News" over WNBT (TV) New York, Sun. 7:50-8 p.m. Contract runs through April 25.

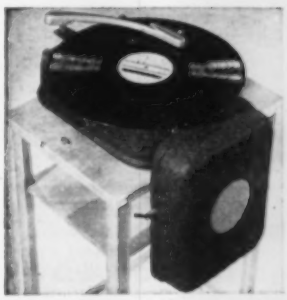
FELTON CHEMICAL Co., Brooklyn, N. Y., (oils and materials for the perfume and flavor industries), has appointed Hicks & Griest Inc., New York, to handle its advertising. Plans are not definite.

JACQUELINE COCHRAN Inc., New York, (cosmetics), has appointed **LEONORE BUEHLER** as director of advertising, sales promotion and publicity. Miss Buehler formerly was advertising and publicity director of Prince Matchabelli, and previously was with Richard Hudnut and its advertising agencies.

HOWARD P. ABRAHAMS, manager of sales promotion division of National Retail Dry Goods Assn., New York, has been appointed retail consultant to U. S. Treasury Dept. for 90 days, to direct and coordinate retail campaign for sale of U. S. Security Bonds. Mr. Abrahams also directs radio promotion for NRDGA.

WROM writes: "We want a Califone for each salesman"

Dean Covington
Manager
WROM, Rome, Georgia



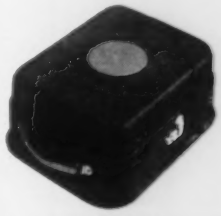
"We are so much more than pleased with our Califone Model 6-A that we wish to purchase more to give each of our salesmen an opportunity to use the Califone."

by Dean Covington
Manager

Radio stations, representatives and advertising agencies find the Califone Portable Transcription Player indispensable for auditioning programs and soliciting new accounts. Its fidelity is excellent and it is easier to carry than a portable typewriter.

Compare these 12 Features:

- Excellent professional fidelity.
- Less than 10 lbs. weight—easy to carry.
- Plays up to 17¼" transcriptions and standard records.
- Plays 33⅓ RPM and 78 RPM.
- Finest quality transcription crystal pickup—Astatic "400 Master."
- ¾ ounce needle pressure—replaceable, permanent needle—no needle noise—Balanced pick-up arm.
- Wide range amplifier.
- Variable Tone Control.
- Wow-free turntable—completely silent.
- Sturdy, handsome construction.
- Guaranteed 90 days—against defects in materials or workmanship—factory service available thereafter.



MODEL 6-A
• Low-Cost
$41.25
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F.O.B. FACTORY
To Radio Stations, Advertising Agencies and Recording Studios.
LIST PRICE—$54.95

More than 250 Radio Stations now use Califone. Order yours today!

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BROADCASTING

When you change your address please be sure to send us your NEW and OLD addresses at least two weeks in advance. It will assure you continuous, uninterrupted delivery of BROADCASTING Magazine.

LA.-MISS. MEETING

TV, FM Discussed In New Orleans

REPORTS on television and FM and an address by Richard P. Doherty, NAB's director of employer-employe relations, highlighted a two-day joint meeting of the Louisiana Assn. of Broadcasters and the Mississippi Broadcasters Assn. Feb. 27-28 at International House, New Orleans.

Fred Weber, WDSU New Orleans, delivered a report on television and the result of a recent demonstration televising the Sugar Bowl game and Sugar Bowl sports programs to a downtown hotel and convention hall.

Also appearing were Hugh Feltis, president of BMB, New York; Carl Haverlin, president of BMI, New York; Jules M. Collins, ASCAP radio director, and other industry figures.

In addition to their joint meeting, the two state broadcaster groups also held separate meetings. Brief remarks by Gene Tibet, WLOX Biloxi, president of the Mississippi group, and a welcoming address by James E. Gordon, president of the Louisiana association, opened a joint conclave. The NAB code, the music situation and other problems were discussed. FM broadcasting was the subject of an address by Stanley Ray of WJMR New Orleans.

WBEN-TV TEST SHOWS AIRED FOR DEALERS

WBEN-TV Buffalo in conjunction with radio distributor and dealer meetings on Feb. 13 telecast wrestling matches from city's Memorial Auditorium and Feb. 17 talent from local night clubs. To start regular programming by late spring, station began airing its test pattern last week.

The Feb. 13 experimental program was presented for the meetings of Bickford Bros. Co. and area RCA Victor dealers. The Feb. 17 program was for meeting of W. Bergman Co., Philco distributor. RCA and Philco cameras were used in the broadcasts.

WBEN-TV is assigned Channel 4 (66-72 mc).

TELEVISION coverage of the Cincinnati Golden Gloves Boxing Tournament by WLWT Cincinnati, new Crosley outlet, is arranged in the offices of the Geo. Wiedemann Brewing Co., Newport, Ky., which will sponsor the event. Seated, l to r: "Red" Thornburgh, WLWT sportscaster, and H. Tracy Balcom Jr., president of the brewing company. Standing, l to r: "Chick" Allison, in charge of sales for WLWT, and E. R. Strauchen of Strauchen & McKim Adv.

FORD WILL TELECAST MILWAUKEE BASEBALL

CONTRACT calling for telecasts of all Milwaukee Brewers' home baseball games has been signed by WTMJ-TV and the Ford Motor Co. and its dealers in the Milwaukee area, the station announced. Telecast rights were sold to the motor firm Feb. 19 as the Ford dealers' advertising committee watched the station's video operation at Radio City.

While actual overall figures were undisclosed, it is known that facilities and time costs alone approximate between $25,000 and $30,000 exclusive of announcer fees or pick-up charges. (CLOSED CIRCUIT, Feb. 23). First baseball telecast on the Milwaukee Journal TV station is scheduled for April 27 when Milwaukee plays its first home game against Toledo.

WMAR-TV Re-Broadcasts Direct Off-the-Air Pickup

WMAR-TV Baltimore succeeded late last month in re-broadcasting commercial television when its own coaxial service was withdrawn. Because the Baltimore terminals of the coaxial cable were being changed, WMAR-TV was without cable service for two days. On one of these days the station was scheduled to carry the boxing matches from Turner's Arena, Washington, through a pick-up by WMAL-TV for Globe Brewing Co.

WMAR-TV engineers, under Chief Engineer Carlton G. Nopper, obtained an RCA 630-TS receiver which had been "peaked" to maximum efficiency on Channel 7 —the WMAL-TV frequency—and set up an off-the-air pickup. The entire boxing card, which ran from 9 p.m. until after 11, was rebroadcast via the off-air loop. A special audio loop was ordered from AT&T to carry the sound. Reception quality was said to equal that of coaxial cable transmission.

Gillin Spikes Rumor

REPORT that John J. Gillin Jr., general manager of WOW Omaha, is considering sales managership of the Radio America Inc. network has been termed an "absolute falsehood" by Mr. Gillin. He is currently recuperating following an operation for gallstones and an appendectomy.

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Dallas, Texas
1728 Wood St. Riverside 3611

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Michigan 2261

KEAR & KENNEDY
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WASHINGTON, D. C.

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HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 8-6108

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Formerly Colton & Foss, Inc.
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JOHN CREUTZ
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• CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to

Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

General manager wanted by businessman entering broadcasting field southern California. Good opportunity for profit sharing plus salary to right man. Full details required. Box 709, BROADCASTING.

Commercial manager for progressive Florida station. Network affiliate, 5000 watts AM, 10,000 watts FM growing city 100,000 population. Give full details first letter as to salary requirements, age, experience and references. Box 724, BROADCASTING.

Manager—1000 watt independent radio station. Box 784, BROADCASTING.

Salesmen

WANTED

An ambitious and aggressive time salesman for network station in large New England market. This job requires an experienced man with a previous sales record in selling and developing local business. Excellent opportunity at this growing station depending upon your ability. Salesmen at this progressive station receive strong program and promotional support. Good salary to start with commission and bonus arrangement. Please give full details in reply to

Box 809, BROADCASTING

Time salesman—New 5 kw Mutual station with strong local program policy in progressive midwestern market desires experienced salesman immediately. Good salary. Box 712 BROADCASTING.

New England 250 watt, non-competitive, network outlet, established 12 years, seeks salesman. Excellent working conditions; good salary. Requisites; proven record; good personal references. Apply by letter Box 720, BROADCASTING.

Salesman for radio station, 1000 watt clear channel, independent station. Box 785, BROADCASTING.

Salesman wanted immediately. Must have car. Single man preferred because of acute housing. Write Don. C. Wirth, WNAM, Neenah, Wisconsin.

Announcers

Veterans, your chance to start cooperative station and own part of it. Need announcers, engineers, writers, salesmen, executives. All experienced, willing to work hard to earn equal share of profits. Send full details, picture, disc, sample continuity, ideas. Don't expect speedy answer, this is not a spur-of-the-moment scheme.

BOX 795, BROADCASTING

New NBC affiliate wants versatile combination announcer-engineer. Ability determines salary. Send qualifications and platter to Box 786, BROADCASTING.

Announcer—Experience, handle controls, eastern city, good pay. Box 806, BROADCASTING.

Announcer wanted immediately. Excellent opportunity for experienced and capable man. Base salary plus talent. Contact William Halpenn, Chief Announcer, WLBR Lebannon, Pennsylvania.

Help Wanted (Cont'd)

Wanted — Good announcer not interested in taking over management in less than thirty days. Just good announcer able to operate controls well. Position in south. Disc, picture, references and date available to Box 791, BROADCASTING.

Announcer-disc jockey, experienced ad-lib and well versed in participation shows. Disc and photo must precede interviews. WMMW, Meriden, Connecticut.

Wanted — Experienced announcer for new kilowatt independent in Quincy, Illinois. Want good commercial announcer with ad-lib ability. Will pay $45 starting salary to the right man. Write WGEM, Quincy, Illinois, state references, experience, availability.

Announcer for growing 250 watt network affiliate now building new studios and adding FM. Consider veteran trainee. Contact Burton Bishop, KTEM, Temple, Texas.

We need a man who knows a news story from a soap opera and vice versa. He must be a general all-round announcer, but he must be especially good with news and special events. The weather's the best; the station operation metropolitan. Send letter, disc and picture to Box 816, BROADCASTING.

Technical

Wanted. Operator for transmitter or control room in a Michigan network station. Good pay and working conditions. Must have car. Give history, education, experience and picture in first letter. Box 741, BROADCASTING.

Chief engineer for thousand watt Indiana station. Must have experience in directional operations. State education, experience and availability. Salary open. Interview will be necessary. Box 744, BROADCASTING.

Combination engineer and announcer, southerner preferred. Send disc, photo, reference and background. WKRM, Columbia, Tennessee.

FM station remote New York mountaintop needs experienced engineer. Must be rugged to meet winter conditions. Non-metropolitan ham preferred. Box 799, BROADCASTING.

Assistant chief engineer wanted by progressive FM station in upstate New York. Control board experience helpful. Unusually fine opportunity for ambitious man with first class ticket. Box 801, BROADCASTING.

Wanted—Chief engineer for regional one kw directional network station all new equipment. Established station in south. Permanent job for right man. Experience necessary. Give full information first letter. Box 805, BROADCASTING.

Progressive 250 watt station in the south has opening for two combination engineer-announcers. Must hold first class ticket. Send references, qualifications and requested starting salary. Box 820, BROADCASTING.

Wanted—Transmitter operator for AM and FM. WKPT, Kingsport, Tenn.

GOING PLACES?

GO with us! New 250 w, unl. AM station (FCC hearing-decision pending). FM next. Will serve Ohio community of 100,000. We still need:

Chief Engineer
Transmitter-Operators
Play-by-Play Sportscaster
Chief Announcer
Continuity Writer

We want experienced, ambitious associates to join in doing 100% job because we intend *"GOING PLACES!"*

Box 802, BROADCASTING

Help Wanted (Cont'd)

Programming-Production

OPPORTUNITY FOR RADIO EXECUTIVE

Well established advertising agency with headquarters in Chicago is seeking a radio executive with experience in production or program planning and analysis and a thorough knowledge of radio facilities.

Good balance in all major phases of broadcasting plus some selling and presentation experience desired.

Write Box 797, BROADCASTING, indicating experience and salary requirements. Information will be kept confidential.

Wanted—Experienced program director for new 5000 watt station. Excellent opportunity for right man. Must be acquainted with independent station programming. Good salary. Write or wire Station Manager, KLEE, Houston, Texas.

Radio-television opportunity—For alert, aggressive merchandiser who has had experience in radio-television field. Position is with leading manufacturer to supervise sales promotion-training activities in advertising department. This is a ground floor opportunity that offers expansion in responsibilities with attractive income. Only applicant with experience will be considered. Write complete background details and current and previous income. Box 788, BROADCASTING.

Program director for a regional FM group in northwestern United States with strong agricultural interests. Must have experience in rural programming. An agricultural background with college training will be an asset. Excellent future opportunity for competent man who is interested in joining an organization with a progressive attitude toward the latest developments in radio broadcasting. Send complete information. Box 726, BROADCASTING.

Wanted—Copywriter with originality and ability to do good work fast. Also, announcer for AM and FM operation. Needed immediately. Give experience, salary expected, etc., first letter. Radio Station WKPT, Kingsport, Tennessee

Wanted
Sales Promotion
Publicity Director

One of the nation's top independent stations is seeking a capable, young man to head its sales promotion-publicity department. The station is looking for a man with a radio background who knows how to prepare sales presentations, printed promotion pieces and think up and execute audience building promotions. This is an excellent opportunity for the right party. Send full particulars as to experience, personal background, salary desired, date available, etc. to Radio Station WIND, 400 North Michigan, Chicago 11, Ill.

Wanted. Program director. Also, engineer willing to read sports. Positions to be open some time in April. Mutual station in good city in Georgia. Particulars to Box 572, BROADCASTING.

Program director wanted by an NBC affiliate in the west. Prefer younger man with ability to write, initiate special events and program ideas and supervise small writing staff. Thorough knowledge of use of transcription libraries essential. Long experience not as desirable as flexibility and initiative. Give full details and snapshot first letter. Box 798, BROADCASTING.

Situations Wanted

Managerial

Now general manager, part owner smaller independent. Previously general manager network outlet, large market. Prefer management network station. Newspaper background. Could invest. Box 482, BROADCASTING.

Commercial manager-salesman. Now employed, perfectly legitimate reason for wanting permanent change. Family man. Capable of handling any phase of commercial radio. Now $100,000 per year volume. Ability and character references. Personal interview your request. Box 761, BROADCASTING.

Experienced broadcaster, ex-GI, nine years comprehensive background, including announcing, continuity writing, program directing and management, desires general managership of progressive station or new station in medium-size market. Have operated network affiliated station, AM-FM, in half million metropolitan area. Box 822, BROADCASTING.

Fully qualified man. 10 years newspaper experience. 4 successful commercial manager radio. Interested in managing station. Box 817, BROADCASTING.

Manager, with proven successful record sales and programming, active community affairs, seeks connection in city of under 100,000. Must be permanent. No armchair executive but a healthy active man who can sell both local and nation business. Many successful ideas for commercial and continuity programs that bring listeners. Box 814 BROADCASTING.

Successful 250 watt manager desires change. Strong on sales. Good local programming. Civic-minded. Will put station in black. Age 28. Radio 12 years. Announces all types shows and sports. Box 804, BROADCASTING.

40% discount. Money isn't everything. Radio executive with 16 years thorough sales, program, business management and time buying experience in top New York agencies, station and network seeking management connection with radio station out of New York. Will consider 40% reduction in present salary for start in right spot. Box 68 BROADCASTING.

Salesmen

Successful salesman—Qualified national sales manager for primary market affiliate. $7800. Box 583, BROADCASTING.

Salesman—A skillful, resourceful salesman, wants job with a future with solid station. Knows all phases of radio. Experienced. Box 787, BROADCASTING.

Salesman-announcer-copywriter. 2 years local and regional MBS & CBS. First class business and personal references. Desire net affiliate. Won't solicit beer accounts. Happily married, one child, hold pilot's license. Southwest preferred. Will consider anything that pays decent salary plus small commission. Box 790, BROADCASTING.

Salesman—Radio and newspaper experience, proven record; local-network. Box 794, BROADCASTING.

Salesman. NBC Guest Relations 3 years. Know copy, announcing, news, production, publicity. Have small station and industrial experience. Desire station or station rep. Box 810, BROADCASTING.

Announcers

Experienced announcer - operator-salesman, capable newscaster now employed. Available March. Married. Prefer New England area. Details on request. Box 616, BROADCASTING.

Staff announcer, experienced, reliable, family man. Presently employed network affiliate. Desires change, anxious to settle. Board operation. Box 69 BROADCASTING.

Young announcer wishes experience and further on-the-job training in announcing, turntable and controls under GI Bill. Write particulars to Box 75 BROADCASTING.

Staff announcer. Vet, 25, single, graduate Princeton and School of Radio Technique in Radio City. 2 years experience; AFRS and college station. Strong on sports. Will travel. Box 78 BROADCASTING.

Announcer—Three years experience, married, English major, MA Degree, good ad-lib, now employed. Wants responsible position with future. South. Box 827, BROADCASTING.

Situations Wanted (Cont'd)

Announcer—Vet, personable, 23, single. No commercial experience. Graduate leading Chicago radio school. Aggressive, congenial. Prefer southwest or west. Consider all others. Disc, photo available. George Oswalt, 2119 S. Christiana Ave., Chicago 23, Illinois.

Announcer—Lively, enthusiastic "voice with smile." Forte is sports. Excellent vocabulary. Good ad-lib. Vet, married. Limited experience. Great potentialities. Wayne Parker, 4239 Drexel Blvd., Chicago. Phone Drexel 4779.

Announcer—Single, 22, veteran, no experience. Trained in leading radio college. Desires position in small station. Salary open. Disc and photo available. Donald Leathus, 118 Hall St., Chesterfield, Indiana.

Need early morning or all night man? Proven record. Tops in hillbilly DJ shows. Presently most successful station manager of small station. Box 803, BROADCASTING.

Announcer, 17 months experience. Know programming, copywriting. Vet, 25, family man. Desire permanent location. Available immediately. Will travey. Disc, information on request. Dale Chronicle, 3139 N.E. 57th, Portland 13, Oregon.

Staff announcer—Young, ambitious vet. Schooled all phases of broadcasting. Available immediately. Disc on request. Box 807, BROADCASTING.

Announcer-disc jockey. Two years experience. Midwest preferred. Write, wire or phone Bob Hannah, 1521 Wolfram St., Chicago 13, Illinois. Bittersweet 0722.

Announcer, narrator (negro). Experienced, radio and movies. College man, will work hard. Norman Burford, 4234½ S. Michigan Ave., Chicago. Oak. 1916.

Staff announcer, just completed course at leading Chicago school. Vet, married, 25. Eager with potentialities. Need chance to prove myself. Travel anywhere. Disc, photo on request. Box 812, BROADCASTING.

Sportscaster — Play-by-play. Graduate leading Chicago school. Vet, versatile, single, 26. Some experience small station, all phases. Go anywhere. Disc, photo on request. Box 813, BROADCASTING.

Announcer-singer-writer. Two years experience. College graduate in radio speech and dramatics. Six years voice training. Single, veteran, presently employed in network affiliate. Box 815, BROADCASTING.

How is your sports staff? Two men, 3 years experience play-by-play Kitty league Baseball; also high school, college basketball and football play-by-play. Also, have network quality 15 minute daily sports roundup. References from sponsors. Work as team. Think we're ready for a step up the ladder. What's your offer? Address Box 31, Union City, Tennessee.

Announcer—Fine voice, capable, ambitious. Good at commercial copy. Graduate of Chicago's leading radio school. Will travel anywhere, anytime. 28, married, no children. Photo, audition disc available. Joseph Cooper, R 2, Lovington, Illinois.

Announcer wants to tell your story and sell your story. Personable, single, vet, 31, desires opportunity enter sales. No experience but has sold space. No network announcer but good for smaller market. Excellent references. Box 818, BROADCASTING.

Announcer-engineer. RCA grad, 1st phone. Grad Radio City Announcing School. AFRS experience. Married, 26, will travel. Box 828, BROADCASTING.

Announcer. 8 years experience. Let disc and letter talk. Desires position in east. $55.00 base, minimum. Box 829, BROADCASTING.

Announcer—Ambitious, young, single, 22, vet. Seeks announcer's position with small progressive station. Grad NY's leading radio school. Capable of handling newscasting, platter shows, ad lib, remotes. Available immediately. Will travel. Box 831, BROADCASTING.

Technical

Chief engineer, construction, combination announcer. Florida or Gulf Coast only. Available March fifteenth. 15 years experience. $75 weekly minimum 48 hours. Excellent references. Box 651, BROADCASTING.

Chief engineer desires permanent position as engineer in large station or chief engineer smaller station, preferably north. Just completed installation 1000 watt station. Experienced console, disc and wire recording. Available usual notice. Married. Box 746, BROADCASTING.

Situations Wanted (Cont'd)

Operator. 1st phone. Graduate RCA Institutes. Will travel. Box 830, BROADCASTING.

Engineer—Young, single, vet, RCA graduate. 1st phone. Wants to prove ability, versatility and dexterity to you. Prefers northeast but your proposition will determine location. Box 793, BROADCASTING.

Experienced engineer-announcer. First class license. Console operator. Available immediately. Miles McSweeney, 1510 High Street, Leesburg, Florida.

Engineer, veteran, single, 3½ years experience, first class license, desires permanent transmitter position only, where car is not necessary. $60 minimum. Box 826, BROADCASTING.

Chief engineer; nine years experience local stations, 5 kw directional antennas. Desires job with future at attractive salary. Married, age 31. Box 821, BROADCASTING.

Chief engineer—First class license. 25 years experience in broadcast projection, motion pictures and television. Desires connection as chief engineer with progressive organization expanding into television. Prefer east coast or south. Box 819, BROADCASTING.

Engineer, first class phone, part-time while attending school. New York City only. Box 808, BROADCASTING.

Recent first phone, single veteran, welcomes opportunity to get started in midwest, preferably Iowa. Also, schooled in announcing. Available immediately. Box 824, BROADCASTING.

TV cameraman—Presently employed metropolitan news photog, with radio and wire facsimile and radio operating experience, desires immediate or future employment. Offers fifteen years experience, best references. Knows news and sports action, features, camera angles, as well as FCC regs. Doesn't know everything, but learns quickly. Box 825, BROADCASTING.

Production-Programming, others

EXECUTIVE AVAILABLE

20 years broadcast experience. Programming, sales, promotion, public relations and management. Local and network stations. Desire managerial position with new or established progressive station. Looking for future possibility not immediate salary. Will consider small investment if required. Proven record of results. Not looking for easy assignment. All replies considered and will welcome requests for interview. Your details, please.

BOX 796, BROADCASTING

Experienced continuity writer. Accurate, rapid. Go anywhere. Modest requirements. Box 742, BROADCASTING.

Program director - announcer-salesman. 12 years radio. Desires change in locale. Prefer small progressive station. Box 781, BROADCASTING.

Desire position west coast. College graduate, 28, married, two children. Four years in radio. Presently employed, profitable station northeast. Moving my family to the west coast May 1st. Experience: newscasting, sportscasting, live dramatic and music programs, transcribed and recorded classical, pop and swing, farm programs, own morning show, writing copy. Well acquainted with AP News Service, Standard Program Library and W. E. Long's Radio Service. Have sold advertising successfully, but prefer writing and production. I understand that to be successful as your employee, I must produce money or its equivalent in service for you. Available June 1st. Box 792, BROADCASTING.

Program director desires change of locality seeking change from present situation to station offering greater opportunities. Can offer extensive programming experience and capable of assuming many managerial responsibilities as well. Experience includes both AM and FM local and network programming. Box 823, BROADCASTING.

News editor; 12 years experience; age 33; seeks to locate southwest or west coast. Box 800, BROADCASTING.

Employment Services

Complete staff. Also, manager-engineer, announcer-technicians, technical instructor, announcer-writers, salesmen; personality-plus announcers. Write RRR, Box 413, Philadelphia.

Schools

The SCHOOL of RADIO TECHNIQUE

• NEW YORK •
HOLLYWOOD • CHICAGO

America's Oldest School Devoted Exclusively to Radio Broadcasting

Comprehensive Day and Evening Courses in all phases of Radio Broadcasting taught by Network Professionals. Moderate rates.

Send for free Booklet B.

Approved for G.I. Training

NEW YORK 20, N.Y.: RADIO CITY, R. K. O. Bldg.
CHICAGO 4, ILL.: 228 S. Wabash Avenue
HOLLYWOOD 38, CALIF.: 6926 Melrose Avenue

For qualified technicians, write or phone: Employment Department, Melville Radio Institute, 15 West 46th St., N.Y.C. Longacre 4-0340.

Hal Styles may solve your problem with a young, ambitious, capable man, veteran or non-veteran, who has been thoroughly grounded for eight or more months by radio professionals in announcing, newscasting, control operation and continuity writing. Write or wire Hal Styles, Hal Style's School of Radio, 8300 Wilshire Blvd., Beverly Hills, Calif.

The Pathfinder School of Radio Broadcasting offers studio-trained announcers and continuity writers. Our graduates are expertly trained. Disc, photos and continuity on request.

For Sale

For sale—Lehigh 300-foot self supporting tower. WLAW, Lawrence, Mass.

For sale—Owner's other business demands necessitates sale of 250 watt unlimited network affiliated station in central California. Box 763, BROADCASTING.

For sale—180 foot self-supporting International tower with lighting system. Excellent condition. Write or wire WMLT, Dublin, Georgia.

For sale—RCA 1 kw amplifier. WLAW, Lawrence, Mass.

For sale—Two Western Electric 109A pickup assemblies, consisting of 9A Universal reproducer, arm and filter assembly. Also two spare 9A heads, usable but need repairing. Make offer; will consider trade for Brush tape recorder in good condition. Contact Jim Rolfe, Chief Engineer, WSUA, Bloomington, Indiana.

1000 watt Western Electric Type 353E1 transmitter. In excellent condition. Available immediately. Radio Station KDAL, Duluth, Minnesota.

For sale—RCA phasing equipment, complete for directive, nondirective 3-element operation; used on 680 kc. WLAW, Lawrence, Mass.

For sale—1000 watt daytime station in good market. Other business interests necessitates selling. Address Box 755, BROADCASTING.

For sale—One General Radio frequency monitor model 475-C calibrated for 1450 kc and one General Radio frequency monitor calibrated for 1490 kc. No reasonable offer refused. Contact Bob McRaney, Midsouth Network, Columbus, Mississippi.

205 foot self-supporting Lehigh tower. $700 in place or $1500 dismantled. WHBC, Canton, Ohio.

100,000 Admiral Video Set Sales in 1948 Seen

ADMIRAL CORP.'s program of offering TV receivers as "optionals"—separately or as part of an entire radio ensemble—will result in the sale of about 100,000 Admiral television sets in 1948, Ross D. Siragusa, president, predicts.

Firm has set its 1948 sales goal at $95,000,000 and to that end will spend between $3,000,000 and $5,000,000 on an advertising campaign. A large portion of that amount, covering a "cooperative fund," will be used to advertise in the radio and newspaper fields [BROADCASTING, Feb. 2].

KRFM Boosts Power

POWER BOOST by KRFM Fresno was accomplished recently with start of its 22-kw transmission from transmitter site 4,500 feet above the San Joaquin Valley. Later this year, according to Paul R. Bartlett, general manager, station will achieve its authorized 70 kw. Owned and operated by J. E. Rodman, KRFM is sister station of KFRE Fresno. FM station is on air from 12 noon to 10 p.m. daily.

SPECIAL commendation was received by KMPC Hollywood by Children's Home Society, Los Angeles, for its Feb. 12 public service program "Junior League" on pitfalls of adoption. Program was planned by Los Angeles Junior League and dramatized by League members.

MBS "Leave It To The Girls," originally New York production, is being left in Hollywood indefinitely following its two scheduled broadcasts (Feb. 13, Feb. 20) from there. Martha Rountree, producer of show, has returned to New York.

For Sale (Cont'd)

For sale—Absolutely new Wincharger type 300, 360' tower including: A-4 lighting, 1 extra set metal earth anchors, 1 top guy set and mounting plates for GE 6 bay FM antenna. Also new General Electric type BY-6-A, 6 bay FM antenna complete for installation atop Wincharger type 300 tower. Tower, FM antenna both stored and ready for immediate delivery at cost price of $11,413.50. Write, wire or call collect, Chief Engineer, WORD, Spartanburg, S. C.

For sale—One GE model 51 wire recorder. Complete with microphone and four new reels of wire. $300 F.O.B. KCMO Broadcasting Co., 1515 Commerce Bldg., Kansas City 6, Mo.

Muzak franchise in fast growing industrial city of 235,000. Sound investment at $25,000, half cash. Joseph C. McClure, 102 E. 14th, Jacksonville, Fla.

For sale—1000 watt station. Operating at a profit. Located in southwest. Excellent market area. Box 754, BROADCASTING.

A123-C Western Electric consolette, $550, good condition. One used Presto 6-D recorder, $175. One Altec speaker, $250. Write U. S. Recording Co. 1121 Vermont Ave. N.W., Washington, D. C.

Wanted to Buy

AM field intensity meter and RF bridge. Box 698, BROADCASTING.

Small station or CP in southern California. Box 708, BROADCASTING.

Tower, 300 ft. or above, used. Contact Louis Mitzlaff, 904 Heyburn Bldg., Louisville, Kentucky. Telephone JA 7904.

Wanted to buy—One used 250 watt AM transmitter. Send details and price to WNEX, Macon, Georgia.

Miscellaneous

Disc jockeys! Fresh comedy patter! Guaranteed laugh provokers! Introductory collection, $10. Kleinman, 1735 N. Bronson, Hollywood 28, Calif.

CANADIAN RADIO GETS NEW SPECIFICATIONS

FOUR NEW broadcast specifications, numbers 8, 9, 10, and 11, have been issued by the Canadian Dept. of Transport, Radio Branch, Ottawa, to cover unattended operations of broadcast transmitters up to 5 kw, proof of performance for FM broadcasting stations, proof of performance for omni-directional broadcasting stations, and data required for television licenses. These were developed as results of radio industry engineering meets in recent months with the Department of Transport, [BROADCASTING Jan. 19].

Proof of performance for omni-directional broadcasting stations is to be required for all stations as of April 1. Stations will be required to file a proof of performance on or before March 31, 1949. Proof of performance for FM broadcasting stations are not compulsory at the present time, G. C. W. Brown, director of radio, Department of Transport, points out, but such proofs will be useful to determine actual service given by FM stations so as to ensure against encroachment from other stations on the same and adjacent channels.

The specifications for unattended operation of transmitters call for telemetering of all major circuits in transmitter, antenna and auxiliary equipment, or graphical recording every hour of these circuits, or an alarm system of checking of these circuits, adequate maintenance of the transmitter, and use of frequency monitor and modulation monitor at studios for constant supervision by trained personnel.

"OPINION-AIRE," MBS public feature program of topical discussions, becomes a weekly Mutual presentation starting Wednesday, March 3, 10-10:30 p.m.

A SMALL PORTION of the reportedly mammoth order of Gracie Fields' recording, "Now Is the Hour," flown direct from London to St. Louis, is delivered by American Airlines Stewardess Ruth Jorgenson to Rush Hughes, record m.c. of KXOK St. Louis, who is credited with dusting off the 1913 recording and plugging it into popularity.

CHICAGO SHOW TO USE AURAL RADIO AND TV

CHICAGO Technical Societies Council will utilize both television and aural radio when it holds its annual Chicago Production Show and Conference March 22-24 at the Stevens Hotel in Chicago. Activities were outlined last week by the Lewis M. Glassner office, management consultants.

Activities tentatively planned include: Transcriptions by Paul Harvey, ABC news commentator, for distribution to 50 Illinois stations, announcing Mayor Kennelly's proclamation of "Technical Progress Week" in Chicago, March 21-27; television show on WBKB Chicago March 22, featuring a roundtable discussion and display of technical materials; participation of affiliated societies as contestant groups in WGN Chicago's *Gordon Dressup Quiz* on successive Sundays beginning Feb. 29 and ending April 29; invitation to visit conference to be carried by Olian Advertising Co., St. Louis and Chicago, on four programs of its particular clients.

Arrangements also are being made, Mr. Glassner said, to include CTSC members as guest speakers on both the *U. of Chicago Roundtable* and *Northwestern U Reviewing Stand.*

Conference will include exhibits and panel discussions based on the theme, "A Progress Report to the Nation." The sessions, sponsored by 51 technical societies comprising 18,000 members, will be open to the public.

KNUZ Houston Launched On 1230 kc With 250 w

KNUZ became the seventh AM station in Houston, Tex., when the 250-w fulltime independent went on the air Feb. 18 on 1230 kc.

Mr. Morris

An opening day feature of the station, owned by the Veterans Bcstg. Co., was a half-hour comedy, featuring staff members in out-of-character professional roles.

Manager of the new station is David H. Morris, former assistant manager of KTBS Shreveport, La. Previous to his association with the NBC outlet in Shreveport, Mr. Morris was a newspaper advertising man and program director of two Texas stations. The company is headed by Max H. Jacobs, president, and Douglas Hicks, vice president, both long-time Houston newspapermen. Carlton Woodded, who has been on the engineering staffs of KTRH Houston and several other Southwest stations, is chief engineer and Thelma Bra[n]shaw, formerly with KTBC Austin, is in charge of traffic and continuity departments.

Blackburn-Hamilton Company

opens

DALLAS OFFICE

Mercantile Bank Building

DALLAS 1
TEXAS

New
Resident Managers

Phillip D. Jackson — **Clarence E. Wilson**

Increased and faster service for all clients, particularly those in the Southwest, is now available through the establishment of the third Blackburn-Hamilton Company office.

Phil Jackson and Clarence Wilson, experienced broadcasters and well-known throughout the Southwest, will be Resident Managers of the Dallas office. They are prepared to give immediate service to all clients interested in buying or selling a radio station and to handle the associated problems of financing and appraisals.

Blackburn-Hamilton Company can now render a true national service with facilities and experienced personnel located within a few hours traveling time of any radio station in the United States.

If you are interested in buying a radio station, tell us the power, price, location and other requirements of the property you would like to acquire. Write in confidence and without obligation to our nearest office.

Blackburn-Hamilton Company

Radio Station Brokers

WASHINGTON, D. C.
1011 New Hampshire Ave., N. W.
NAtional 7405

DALLAS
Mercantile Bank Bldg.
Central 1177

SAN FRANCISCO
235 Montgomery St.
Exbrook 2-5672

Sports Radio

(Continued from page 40)

who, at every Atlantic broadcast, inevitably becomes more Atlantic-conscious—and a promise that should reassure every company stockholder. It is a promise which may make necessary another banquet by broadcasters and sportsmen in Atlantic's honor.

FMA Starts Survey On Network Shows

Seeks Total FM Stations Using Programs; Probing Policies

FMA, in a nationwide survey just undertaken, expects to determine how many FM stations are carrying popular network programs and whether present network policies hamper local programming.

J. N. (Bill) Bailey, FMA executive director, said the organization had received complaints from members "that some of the major networks have adopted policies of 'take all of our programs or none' on FM." He said that in some instances members said they "would be forced to cancel many local-interest programs, such as high school sports," if they are required to carry a full network schedule on their stations.

If present network policies continue, Mr. Bailey opined, "FM broadcasters taking network service might well become network outlets, depriving local communities of a large measure of programs not now available on ordinary radio."

A resolution asking the FCC to intervene in the duplication matter was voted down by a four to one margin at the FMA Region 3 meeting in Chicago Feb. 18 after Mr. Bailey urged the convention to give duplication a "fair trial" before taking any affirmative action.

A survey conducted by FMA late last summer showed that over 93% of FM broadcasters not only wanted to broadcast network programs but felt such programs would stimulate interest in FM.

Now
10,000 WATTS
WMAZ
MACON
GEORGIA
CBS KATZ

One Atlantic Dealer Says of Radio . . .

BENJAMIN LERNER, a former Navy veteran is a typical Atlantic service station proprietor, with a place of business on Market St. near 21st in Philadelphia, a busy spot in midcity. His estimate of the worth of Atlantic's radio program is typical of dealer reaction. Mr. Lerner says:

"Football and baseball radio have helped dealers a lot. They have gotten people in the habit of coming right into the station to see the Atlantic forecast sheets, which we post. We've been able to make a lot of friends and customers that way. Many people ask us for Byrum Saam's gas, which shows how they connect the broadcasts with gasoline.

"I think Atlantic has the right combination in its radio program. This was proved by the way their announcements put over Ultra Wash and the new Hi-Arc gasoline. I guess the reason is that the average motorist is a sports lover and he can be reached best by talk of sports."

Blair Discusses TV Plans At Meeting in Chicago

TOP executives of John Blair & Co., station representative, gathered last week in Chicago offices to discuss the firm's television activities with John Blair, president.

Discussions centered chiefly around training of salesmen in television techniques. Organization expects to be able to offer television in at least six important markets, as yet undisclosed, during 1948.

Representing the west coast branch was Carleton E. Coveny, vice president and manager of the Los Angeles office. The eastern contingent was headed by Richard D. Buckley, vice president and New York manager of John Blair & Co.

Avco's 6.9 Million Net Marks Record Volume

AVCO Manufacturing Corp., New York, of which the Crosley Broadcasting Corp. is a wholly-owned subsidiary, achieved the highest sales volume and operating results in its history during the fiscal year ended Nov. 30, 1947, according to its annual report, issued last week. Avco reported its consolidated net income during that period as $6,960,658, equal after preferred dividends to $0.96 a share on the common stock. This compares with $1,514,094, equal to $0.13 a common share, after a tax carry-back credit of $1,550,000, for the 1946 fiscal year.

The QUA in WQUA means QUAlity Service and QUAntity Audience in the QUAd Cities
DAVENPORT • ROCK ISLAND
MOLINE • EAST MOLINE
WQUA FULL-TIME MUTUAL
RADIO CENTER MOLINE ILL.

ABC STOCK

Three-Million-Dollar Offer Pends SEC Approval

DECISION is expected this week by the Securities and Exchange Commission in Washington on ABC's request, filed Feb. 13 [BROADCASTING, Feb. 9], to sell 250,000 shares of its $1 par value common stock.

Tentative plans, according to the report, call for the spending of $5,325,000 for television facilities in New York, Los Angeles, Chicago, San Francisco and Detroit. Of this, $3,825,000 would be spent in 1948.

The company said it believed that the five million figure, along with the amount already spent, will provide the equipment and facilities initially required for operation in the foregoing five cities.

The statement added that the company now has under consideration possible changes in TV plans which would increase the expenditure in one or more cities, but that conditions at this time did not allow an accurate estimate.

Sale price of the stock cannot be determined until the Commission makes the ABC statement effective, but it was believed that the total may be in excess of $3,000,000. The Commission is expected to amend, reject or approve the statement by Thursday, since that is the end of the 20-day period since ABC filed. The statement automatically becomes effective, according to SEC, if there is no commission action before that time.

The plan calls for sale of the stock to network affiliates as of Jan. 31, 1948. It would be offered as soon as practicable after the statement becomes effective. The network hastens to add that acceptance or rejection by the stations of the stock issue would be entirely independent of their continued affiliation with the network.

The net proceeds plus an anticipated $807,500 from the sale of WOOD Grand Rapids, according to the statement, would be added to the general funds of the company and used as management may direct. But, the report adds, if the stock sale and WOOD proceeds are not sufficient for the present expenditure program, then the company may find it necessary to sell additional securities or borrow money.

In an appraisal of television's status, ABC said the video audience was increasing fast because TV receivers were becoming more readily available and cheaper in price. But beyond that the company said it would make no prediction as to when television will become profitable commercially or to what extent it may compete with or supplant standard broadcasting.

SPEARHEADING THE PROGRESS OF FM
WASHington D.C.
RADIO'S BEST BUY IN THE NATION'S CAPITAL
WASH FM
EVERETT L. DILLARD GEN. MGR.
1319-F STREET, N.W.

WWOD

Lynchburg's First Regional Station

SERVING THE RICH CENTRAL SECTION OF

Virginia

The heart of the prosperous Central Section of Virginia is Lynchburg, noted educational and industrial center, and Campbell County. Total population in WWOD's primary and secondary coverage areas: More than 216,000; radio homes, more than 35,000. Write us or ask The Walker Company.

Affiliated with MUTUAL

1000 WATTS • 1390 KC

JACK WELDON, Manager

Owned and Operated by

OLD DOMINION BROADCASTING COMPANY

LYNCHBURG, VIRGINIA

NATIONAL REPRESENTATIVE THE WALKER COMPANY

FCC Actions

(Continued from page 62)

February 25 Decisions . . .

ACTIONS ON MOTIONS
(By Commissioner Walker)

Lehigh Valley Bcstg. Co., Allentown, Pa.; Easton Pub. Co., Easton, Pa., and Philco Television Bcstg. Corp., Bethlehem, Pa.—Ordered that consolidated hearing on these applications for new television stations be scheduled May 26 at Allentown; May 27 at Easton and May 28 at Bethlehem, Pa.

Allegheny Bcstg. Corp., Pittsburgh, et al—Ordered consolidated hearing on TV applications for Pittsburgh area, be scheduled May 17 at Pittsburgh.

A. Frank Katzentine, et al Miami Beach, Fla.—Ordered that consolidated hearing on applications for TV stations in Miami be scheduled April 26 at Miami.

Allen B. DuMont Labs. Inc., Washington, D. C.—Ordered that hearing on applications for mod. CP and license to operate TV station be scheduled April 22 in Washington.

Summit Radio Corp. and Allen T. Simmons, Akron, Ohio—Ordered that consolidated hearing on applications for TV stations be scheduled May 17 in Akron.

Vindicator Printing Co. and WKBN Bcstg. Corp., Youngstown, Ohio—Ordered that consolidated hearing for TV stations be scheduled May 20 in Youngstown.

Radio Bcstg. Corp., La Salle-Peru, and The LaSalle County Bcstg. Co., LaSalle, Ill.—Ordered that consolidated hearing on applications for FM stations be scheduled May 31 at LaSalle, Ill.

Radio Station WAIT, et al Chicago—Ordered that consolidated hearing on applications for FM stations in Chicago area be scheduled June 2 at Chicago.

Raytheon Mfg. Co., Waltham, Mass.—Ordered that hearing on mod. CP for TV station be scheduled June 10 in Washington.

KWIS The Associated Bcstrs. Inc., San Francisco—Ordered that hearing on mod. CP for TV station be scheduled April 26 in Washington.

Beacon Bcstg Co. Inc, et al, Boston—Ordered that consolidated hearing on applications for FM stations in Boston area be scheduled June 7 in Boston.

KRSC-TV Radio Sales Corp, Seattle, Wash.—Ordered that hearing on mod. of TV CP be scheduled for April 28 in Washington.

Hawley Bcstg. Co. and Eastern Radio Corp., Reading, Pa.—Ordered that consolidated hearing on applications for TV stations be scheduled May 24 at Reading.

WMUS Muskegon, Mich.—Denied petition requesting enlargement of issues in proceeding on its application and that of Grand Haven Bcstg. Co.

Charles Wilbur Lamar Jr., Morgan City, La.—Commission on its own motion continued hearing presently scheduled Feb. 26 to March 11.

Rochester Bcstg. Co., Rochester, Minn.—Commission on its own motion continued hearing presently scheduled Feb. 27 to March 16.

Metropolitan Houston Bcstg. Co., Houston, Tex.—Ordered that hearing presently scheduled Feb. 26 be continued to March 12.

Enid Bcstg. Co., Enid, Okla.—Ordered that hearing presently scheduled Feb. 23 be continued to March 15.

KTHT Houston, Tex.—Granted petition for extension of time within which to file opposition to petition for interim relief filed by KECA in proceeding on petitioner's application for mod. CP, and time was extended to Feb. 23.

February 26 Decisions . . .

DOCKET CASE ACTIONS
Assignment of License

Announced final decision granting consent to assignment of license of FM Station WABW and CP of standard station WBBW Indianapolis, from Associated Bcstrs. Inc. to Radio Indianapolis Inc., provided parties file with Commission, within 30 days, contract for assignment of such license and permit in accordance with Commission's rules. At same time Commission denied application of Evansville On The Air Inc. for consent to assignment of license of WABW and permit for WBBW from Asso. Bcstrs. Inc. to Evansville On The Air Inc.

FM Authorizations

Commission issued CPs for three Class A and ten Class B FM stations; also CPs in lieu previous cond. for three Class A and five Class B outlets. See story this issue.

Petition Denied

Greenwich Bcstg. Corp., Greenwich, Conn.—Granted petition in part, insofar as it requests that Commission issue order to show cause, and Commission adopted order to show cause ordering that conditional grant heretofore made to Coastal Bcstg. Co. Inc. for new Class A station at Bay Shore, N. Y., be mod., effective 15 days from date of release of order, to specify operation on Channel 296 (107.1 mc) in lieu of Channel 240 (95.9 mc), provided however, that such mod. shall not become final in event Coastal Bcstg. Co. Inc. within such 15 day period files with Commission requests for opportunity to show cause at hearing before Commission why such mod. should not issue.

Time Extension

Radio Columbus Inc., Columbus, Ga.—Granted application for extension of time for 90 days in which to complete construction of Class B station, on cond. that applicant commence interim operation within such period.

Cherry & Webb Bcstg. Co., Providence, R. I.—Granted application for extension of time for 90 days, to May 12, in which to complete construction of Class B station, on cond. that applicant commence interim operation within such period.

Bay State Bcstg. Co., New Bedford, Mass.—Granted application in part, for extension of time, until May 27, in which to complete construction of Class B station, on cond. that applicant commence interim operation within such period.

February 26 Applications . . .

ACCEPTED FOR FILING
License for CP

KVLC Little Rock, Ark.—License to cover CP, as mod., which authorized new standard station.

Modification of CP

KVMA Magnolia, Ark.—Mod. CP, as mod., which authorized new standard station to change type trans.

AM—1360 kc

Frank M. Helm, Modesto, Calif.—CP for new standard station to be operated on 1390 kc, power of 1 kw unl. DA-N. AMENDED to change frequency from 1390 to 1360 kc and change DA-N pattern.

Modification of CP

KAGH Pasadena, Calif.—Mod. CP which authorized new standard station to change type of trans., make changes in vertical ant. and mount FM ant. on AM tower, change trans. and studio locations. AMENDED to specify street and number of trans. and studio locations.

KFSD San Diego, Calif.—Mod. CP, as mod., which authorized install new trans. and DA, increase in power and move trans. for extension of completion date.

AM—1360 kc

KGB San Diego, Calif.—CP to increase power from 1 to 5 kw, install new trans., change trans. location and install DA-DN. AMENDED to change name of applicant from Don Lee Bcstg. System to Thomas S. Lee Enterprises, Inc. d/b as Don Lee Bcstg. System.

License for CP

WOOF Dothan, Ala.—License to cover CP, as mod., which authorized new standard station and specify studio location and authority to determine operating power by direct measurement of ant. power.

WVCG Coral Gables, Fla.—License to cover CP, as mod., which authorized new standard station and change studio location and authority to determine operating power by direct measurement of ant. power.

AM—710 kc

WGBS Miami, Fla.—Authority to determine operating power by direct measurement of ant. power.

AM—1420 kc

WRBL Columbus, Ga.—Authority to determine operating power by direct measurement of ant. power.

AM—1370 kc

Altomaha Bcstg. Co., Jesup, Ga.—CP for new standard station to be operated on 1370 kc, power of 1 kw D AMENDED to specify type trans.

AM—1240 kc

WBML Macon, Ga.—CP to make changes in vertical ant. and mount FM ant. on top of AM tower.

AM—1230 kc

WJOB Hammond, Ind.—CP to change trans. location.

License for CP

KXGI Fort Madison, Iowa—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

Modification of CP

KGAR Garden City, Kan.—Mod. CP, as mod., which authorized new standard station to change studio location.

Voluntary Assignment

WOOD Grand Rapids, Mich.—Voluntary assignment of license from King-Trendle Bcstg. Corp. to Liberty Bcstg. Inc.

AM—1600 kc

N-K Bcstg. Co., Muskegon, Mich.—CP for new standard station to be operated on 1490 kc, power of 250 w unl. AMENDED to change frequency from 1490 to 1600 kc, power from 250 w to 1 kw; from unl. to D and change type trans.

AM—1050 kc

Mississippi Bcstg. Co. Inc., Starkville, Miss.—CP for new standard station to be operated on 1230 kc, power of 250 w unl. AMENDED to change frequency from 1230 to 1050 kc and hours of operation from unl. to D.

Modification of CP

KBGS St. Louis, Mo.—Mod. CP which authorized new standard station to mount FM ant. on No. 2 tower and for approval of ant. and trans. location. AMENDED to change from DA to non-directional and change trans. location.

KXLL Missoula, Mont.—Mod. CP, as mod., which authorized new standard station for extension of completion date.

License for CP

KLAS Las Vegas, Nev.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

Modification of CP

WWNH Rochester, N. H.—Mod. CP which authorized new standard station to change type trans. for approval of ant., trans. and studio location. AMENDED to change trans. location.

WFPG Atlantic City, N. J.—Mod. CP as mod., which authorized to install new ant. and change trans. location for extension of completion date.

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Border Harmony

THE AIR ARMS of KGBS-FM Harlingen, Tex., were stretched across the Mexican border recently in a good neighbor gesture. Unable to secure telephone lines across Rio Grande River to permit a remote broadcast of Charro Days festivities at Brownsville, Tex., officials of XEO, 750-w station at Matamoros, Mex., registered its distress with the Harlingen station. Troy McDaniel, manager of KGBS and KGBS-FM, offered to broadcast the program on FM so XEO could pick it up and re-broadcast. Official permission was secured from both the FCC and the Mexican Communications Commission. A 45-minute parade broadcast was brought from Brownsville over lines of the Harlingen station and re-broadcast over its 3-kw FM outlet.

AM—1410 kc

WWSC Glens Falls, N. Y.—CP to change frequency from 1450 to 1410 kc, increase power from 250 w to 1 kw, install new trans. and DA-N and change trans. location. AMENDED to change DA-N pattern and trans. location.

AM—1120 kc

WWOL Lackawanna, N. Y.—Mod. license to change studio location.

Heathcote Bcstg. Co., Scarsdale, N. Y.—CP for new standard station to be operated on 740 kc, power of 250 w D. AMENDED to change power from 250 w D to 1 kw D; type trans.; install DA; changes in ground system; change trans. and studio locations. Change name of applicant to Westco Bcstg. Corp.

License for CP

WFLB Fayetteville, N. C.—License to cover CP, as mod., which authorized new standard station and specify studio location and authority to determine operating power by direct measurement of ant. power.

Modification of CP

KFGO Fargo, N. D.—Mod. CP, as mod., which authorized new standard station for extension of completion date.

AM—1320 kc

Hocking Valley Bcstg. Corp., Lancaster, Ohio—CP for new standard station to be operated on 1320 kc, power of 500 w D. AMENDED re corporate structure.

AM—1280 kc

Hanover Bcstg. Co. Inc., Hanover, Pa.—CP for new standard station to be operated on 1450 kc, power of 250 w unl. AMENDED to change frequency from 1450 to 1280 kc, change power from 250 w to 1 kw, change unl. to D, change type trans. and make changes in vertical ant.

License for CP

WCMB Lemoyne, Pa.—License to cover CP, as mod., which authorized new standard station.

Modification of CP

WPRP Ponce, P. R.—Mod. CP, as mod., which authorized change in frequency, increase in power, install new trans. and DA-DN and change in trans. location, for extension of completion date.

License for CP

WATO Oak Ridge, Tenn.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

Modification of CP

WPTN Paris, Tenn.—Mod. CP, as mod., which authorized new standard station, for extension of completion date.

KCOH Houston, Tex.—Mod. CP, as mod., which authorized new standard station to change type trans.

KLO Ogden, Utah—Mod. CP, as mod., which authorized installation of new DA-DN, for extension of completion date.

WOSH Oshkosh, Wis.—Mod. CP, as mod., which authorized installation of new vertical ant. and mount FM ant. on top of AM tower, for extension of completion date.

Shawano, Wis.—CP for new standard station to be operated on 550 kc, power of 250 w D. AMENDED to change frequency from 550 to 960 kc, change power from 250 w to 1 kw and change type trans.

AM—1490 kc

WSBR Superior, Wis. — Voluntary trans. of control of licensee corp. from Ford S. Campbell, Emily Campbell and Ford S. Campbell Jr. to KBIZ, Inc.

Modification of CP

WTNB-FM N. Birmingham, Ala.—Mod. CP which authorized new FM station, for extension of completion date.
WMBR-FM Jacksonville, Fla.—Same.
WFTW-FM Fort Wayne, Ind.—Same.
KRNT-FM Des Moines, Iowa—Same.
KGAR-FM Garden City, Kan.—Mod. CP which authorized new FM station to change class of station from A to B; frequency from Channel 257, 99.3 mc to Channel 247, 97.3 mc; specify type of trans., ERP as 7.6 kw; ant. height above average terrain and specify ant. system.

WAFB-FM Baton Rouge, La. — Mod. CP which authorized new FM station to change trans. location; ERP to 3.1 kw; ant. height above average terrain and to make changes in ant. system.

KXOK-FM St. Louis, Mo.—Mod. CP, as mod., which authorized new FM station to change type of trans.; ERP to 16 kw; change studio location; ant. height above average terrain; make changes in ant. system and change commencement and completion dates.

WDOS-FM Oneonta, N. Y.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

WTNY Troy, N. Y.—Same.
WGBR-FM Goldsboro, N. C.—Same.
WBIG-FM Greensboro, N. C.—Same.
WRAL-FM Raleigh, N. C.—Mod. CP which authorized new FM station, for extension of completion date.

WCBT-FM Roanoke Rapids, N. C.—Same.

WEOL-FM Elyria, Ohio — Mod. CP which authorized new FM station to specify trans. site; type of trans., change ERP to 48.7 kw; ant. height above average terrain and to specify ant. system.

WFMJ-FM Youngstown, Ohio—Mod. CP, as mod., which authorized new FM station for extension of completion date.

KMUS Muskogee, Okla.—Same.
WCLR Clearfield, Pa.—Same.
WEEX Forks Township, Pa.—Same.
WTMA-FM Charleston, S. C.—Same.
WRR-FM Dallas, Tex.—Same.

Control Relinquished

KCOH-FM Houston, Tex.—Voluntary relinquishment of control of permittee corp. from William A. Smith to William A. Smith, E. C. Hughes and Ed F. Hoffman.

Modification of CP

WDBJ-FM Roanoke, Va.—Mod. CP, as mod., which authorized new FM station for extension of completion date.
KOMO-FM Seattle, Wash.—Mod. CP, as mod., which authorized new FM station to make changes in ant. system.

FM—96.5 mc

Robert R. Thomas Jr., Oak Hill, W. Va.—CP for new FM station (Class B) to be operated on Channel 243, 96.5 mc and ERP 15.5 kw.

Modification of CP

WTMJ-FM Milwaukee, Wis.—Mod. CP, as mod., which authorized changes in FM station for extension of completion date.
WOSH-FM Oshkosh, Wis.—Same.
WHBL-FM Sheboygan, Wis.—Same.

TV—204-210 mc

Indiana Bcstg. Corp., Indianapolis, Ind.—CP for new commercial television station to be operated on Channel 12, 204-210 mc, ERP vis. 27.8 kw, aur. 13.9 kw, unl.

TV—210-216 mc

South Bend Tribune, South Bend, Ind.—CP for new commercial television station to be operated on Channel 13, 210-216 mc, ERP vis. .83 kw, aur. .565 kw, unl. AMENDED to change type of equipment; make ant. changes; increase ERP from vis. .83 kw, aur. .565 kw to vis. 27.7 kw, aur. 13.8 kw.

TV—186-192 mc

Cowles Bcstg Co., Des Moines, Iowa—CP new commercial television station to be operated on Channel 9, 186-192 mc, ERP vis. 25.5 kw, aur. 12.75 kw unl. AMENDED to make ant. changes.

Modification of CP

WRTV New Orleans, La.—Mod. CP, as mod., which authorized new commercial television station to change type of equipment, increase ERP from vis. 13.6 kw, aur. 7.2 kw to vis. 14.5 kw, aur. 7.63 kw and make ant. changes and extension of completion date.

TV—210-216 mc

Globe-Democrat Publishing Co., St. Louis, Mo.—CP for new commercial television station to be operated on Channel 13, 210-216 mc, ERP vis. 31.5 kw, aur. 15.75 kw unl.

TV—66-72 mc

Star-Times Publishing Co., St. Louis, Mo.—CP for new commercial television station to be operated on Channel 4, 66-72 mc, ERP vis. 14.22 kw, aur. 7.11 kw unl.

TV—54-60 mc

WHEC Inc., Rochester, N. Y.—CP for new commercial television station to be operated on Channel 2, 54-60 mc, ERP vis. 22.4 kw, aur. 11.2 kw unl.

TV—186-192 mc

WGR Bcstg. Corp., Buffalo, N. Y.—CP for new commercial television station to be operated on Channel 9, 186-192 mc, ERP vis. 30.4 kw, aur. 15.2 kw unl.

TV—192-198 mc

Community Bcstg. Co., Toledo, Ohio—CP for new commercial television station to be operated on Channel 10, 192-198 mc, ERP vis. 24.5 kw, aur. 12.25 kw unl. AMENDED to correct the indication of the trans. location.

TV—76-82 mc

Bluff City Bcstg. Co., Memphis, Tenn.—CP for new commercial television station to be operated on Channel 5, 76-82 mc, ERP vis. 1440 w, aur. 720 w unl. AMENDED to change type of equipment and ERP from vis. 1440 w, aur. 720 w to vis. 14.4 kw, aur. 7.2 kw.

TV—82-88 mc

The Waco Television Co., Waco, Tex.—CP for new commercial television station to be operated on Channel 6, 82-88 mc, ERP vis. 2.3 kw, aur. 1.15 kw unl.

TV—186-192 mc

Badger Bcstg. Co., Madison, Wis.—

(*Continued on page 72*)

WMPS
MEMPHIS
68
On Your Radio
10,000 W Day Time
5000 W Night Time
YOU CAN HEAR THE

REPRESENTED BY
TAYLOR • HOWE • SNOWDEN
Radio Sales

WBT
WELD
WBBB
WFMY
WELL
WDNC
W2XMN
WEAU
WEBC
WCBT
WPAG
WWHG
WJJW
WSIC-FM
WSTP
WGBR
KGLO

FM RELAYING

REL

The stations listed are among those relaying programs with the unequaled equipment devised specially for this work by REL. This material comprises modulators, transmitters, receivers, antennae—and most vital of all—eight years of experience and "know-how" in relaying with correctly-used FM.

This is a "live subject", and it is critical at this point that performance standards should not be compromised by improvisations and false economy. Engineering service is available in the interest of launching this phase of FM's future in a sound way.

Radio Engineering Laboratories Inc.
35-54 36th STREET
LONG ISLAND CITY 1, NEW YORK

One day Air Express service on tunable receivers of the highest quality for interim use for FM broadcast relaying.

KSBR
WGTR
WKOK
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WLVA
WHPE
WFMR
WKNB
WDRC
WIST
WDBJ
WCEC
WACE
WCFC
WRAL
WHKY
KVEC

47.7%

of all

Iowa radio families

"LISTEN MOST"

to

WHO

(during daytime)

8.9% to Station B!

•

50,000 Watts

DES MOINES

Free & Peters, Inc.

Representatives

Hon. Styart Harding
Foote, Cone & Belding Agency
San Francisco

Dear Stu:

Me an about 2500 other people went down to the Municipal Auditorium t'other day t'hear the worl' famis Dr. George, W Crane lec-a-chure. O' course, WCHS wuz in on bringin' 'im down. Did my heart good t'see what a success their promotin' wuz . . . After his lec-a-chure, he had a question an' answer period. I wuz goin' t'ask 'im why so many people in Charleston listened to WCHS. But, shecks, don't need t'be no psychologist t'figer that out . . . jest listen to them CBS programs which WCHS broadcasts with 5000 watts at 580 an that public service . . . Man, hit's easy to see—WCHS is tops in Charleston . . . West Virginia, that is . . .

yrs.

algy

WCHS

Charleston, W. Va.

FCC Actions

(Continued from page 71)

Applications Cont.:

CP for new commercial television station to be operated on Channel 9, 186-192 mc, ERP vis. 2.91 kw, aur. 1.45 kw uni.

FM—250 kw

WRUW World Wide Bcstg. Corp., Boston, Mass.—CP to increase power from 20 kw to 250 w and to request change to call letters WRUL if application is granted.

FM—90.1 mc

Veterans Vocational School, Troy, N. Y.—CP for new FM station, noncommercial educational to be operated on Channel 211, 90.1 mc with operating power of 1 kw.

Remote Pickup

Connecticut Radio Foundation Inc., area of New Haven, Conn.—CP for new remote pickup station to be operated on 152.75, 152.87, 153.23, 153.47 mc, power 50 w and special emission for FM.

License for CP

KHZZ Alamo Bcstg. Co. Inc., area of San Antonio, Tex.—License to cover CP which authorized new remote pickup station.

Modification of CP

W5XPH Albuquerque Bcstg. Co., area of Albuquerque, N. M.—Mod. CP, as mod., which authorized new experimental television station for extension of completion date.

ST—940-950 mc

Rural Radio Network Inc., Ithaca, N. Y.—CPs for two new ST link stations to be operated on 940-950 mc, power of 10 w and special emission for FM.

License Renewal

Applications for renewal of standard broadcast license filed by: WALT Tampa, Fla.; WCIL Carbondale, Ill.; WCFL Chicago; WPAG Ann Arbor, Mich.; WKMH Dearborn, Mich.; WHLI Hempstead, N. Y.; WGNY Newburgh, N. Y.; WHN New York; WCKY Cincinnati; WKAP Allentown, Pa.; WNAR Norristown, Pa.; WOAI San Antonio, Tex.

APPLICATION DISMISSED

John E. Rumbough and James Edwin King, partnership d/b as Martins County Bcstg. Co., Williamston, N. C.—CP new standard station 1290 kc 1 kw D. DISMISSED 2-16-48—request of attorney.

APPLICATION RETURNED

WRMS Ware, Mass.—Mod. CP which authorized new standard station, to make changes in trans. equipment and increase power from 500 w to 1 kw, 1250 kc. RETURNED 2-13-48, incomplete.

Voice of the Rockies Inc., Preston, Idaho—CP new FM station (Class B) on Channel 286, 105.1 mc, ERP 4.6 kw.

TV RELAY DELETED

National Bcstg. Co. Inc., area of New York—Deleted television relay station W2XBU operating on Channel 17 and 18 (282-288, 288-294 mc) with ERP vis. 15 w and A5 emission. Request of applicant.

Radio America Inc. Continues Soliciting

ALTHOUGH Paul M. Titus and associates are slated to begin trial today in San Francisco for alleged illegal sale of securities [BROADCASTING, Feb. 2], Radio America Inc., Mr. Titus' newest "fifth network" scheme, was still sending out prospectus and attempting to solicit stations last week.

Cost to the station, according to Mr. Titus' plan, is as follows: The network takes four hours of free time daily, two hours day and two night, which it sells for its account, retaining the income received. Full time stations would be charged $100 monthly and part time stations $200. Payments would be made on the 10th of the month following service.

In return, stations would receive card rate for all national commercials in excess of the above four hours less 15% to agencies and 15% to station representative.

As an example the plan takes a rate of $40 Class B and $80 Class A. On the basis of 7½ hours which Mr. Titus now claims to have committed, a station would receive $1,107.52 a week.

An additional feature described by the company is a return to stations at the end of the year of one half the profits before taxes on a pro-rated hourly basis, including the network's four hours. Thus, the same average station cited above would reportedly receive $228.90 a week from this portion of the plan or a total weekly income of $1,336.42 from national advertising.

The program day would be broken down into 5 hours daily sustaining, 7½ hours daily national commercial and 5½ hours local commercial.

Nielsen Radio Index Top Programs

FOR THE REPORT WEEK OF JAN. 18-24, 1948

RANK OF TOP PROGRAMS
- Type E-1: Evening, Once-A-Wk., 15-60 Min.
- Type E-5: Evening, 2 to 5-A-Wk., 5-30 Min.
- Type D-1: Day, Sat. or Sun., 5-60 Min.
- Type D-5: Day, 2 to 5-A-Wk., 15-30 Min.

	TOTAL AUDIENCE					AVERAGE AUDIENCE				
	Cur. Rank	Prev. Rank	Program	Cur. Rating	Points Change	Cur. Rank	Prev. Rank	Program	Cur. Rating	Points Change
E-1	1	1	Lux Theatre	36.9	+5.0	1	1	Lux Theatre	27.8	+1
	2	3	Fibber McGee	30.2	+1.2	2	2	Fibber McGee	25.2	−1
	3	6	Truth or Conseq.	28.8	+3.6	3	9	Truth or Conseq.	23.7	+1
	4	5	Charlie McCarthy	28.3	+1.8	4	4	Fred Allen	23.5	+1
	5	4	Fred Allen	28.1	−0.2	5	5	Charlie McCarthy	23.2	+1
	6	2	Amos 'n' Andy	27.8	−1.4	6	3	Amos 'n' Andy	23.1	−1
	7	11	Godfrey's Scouts	27.2	+3.1	7	11	Godfrey's Scouts	22.4	+2
	8	14	Life of Riley	26.8	+2.9	8	16	Life of Riley	21.7	+2
	9	17	Your Hit Parade	26.8	+3.6	9	6	Red Skelton	21.5	+2
	10	7	Bob Hope	26.1	+1.2	10	7	Bob Hope	21.0	+1
	11	8	Fitch Bandwagon	26.0	+1.2	11	10	Jack Benny	20.9	+1
	12	13	Jack Benny	25.7	+1.7	12	8	Mr. District Attorney	20.7	+1
	13	12	Red Skelton	25.6	+1.6	13	12	My Friend Irma	19.8	+1
	14	10	My Friend Irma	24.6	+0.2	14	NR	Big Town	19.8	+4
	15	9	Mr. District Attorney	24.5	+0.1	15	NR	Baby Snooks Show	19.7	+5
	16	NR	Big Town	24.5	+5.2	16	15	Fitch Bandwagon	19.4	+1
	17	NR	Aldrich Family	24.1	+3.0	17	NR	Aldrich Family	18.9	+5
	18	16	Duffy's Tavern	23.7	+0.1	18	NR	Your Hit Parade	18.7	+3
	19	18	Inner Sanctum	23.5	+1.8	19	NR	Mr. Keen	18.3	+5
	20	NR	Date with Judy	23.5	+3.0	20	NR	Judy Canova	18.2	+4
E-5	1	1	Lone Ranger	20.7	+1.4	1	1	Lone Ranger	16.1	+1
	2	2	Bill Henry News	15.2	+2.0	2	2	Bill Henry News	13.7	+1
	3	NR	Edward R. Murrow	14.7	+2.5	3	NR	Edward R. Murrow	11.1	+2
D-5	1	12	Arthur Godfrey	12.9	+2.5	1	6	Our Gal, Sunday	10.6	+0
	2	NR	Rosemary	11.7	+2.3	2	13	Arthur Godfrey	10.3	+2
	3	6	Our Gal, Sunday	11.5	+0.2	3	8	Big Sister	10.2	+0
	4	1	Right to Happiness	11.5	−1.3	4	1	Backstage Wife	10.0	−1
	5	15	Rom. Helen Trent	11.1	+1.5	5	2	Right to Happiness	9.9	−1
	6	13	Wendy Warren	11.1	+1.0	6	12	Rom. Helen Trent	9.9	+1
	7	14	My True Story	11.1	+1.3	7	NR	Rosemary	9.8	+1
	8	10	Big Sister	11.0	+0.3	8	11	Ma Perkins (CBS)	9.7	+0
	9	2	Backstage Wife	11.0	−1.7	9	14	Wendy Warren	9.2	+1
	10	11	Ma Perkins (CBS)	11.0	+0.5	10	3	Girl Marries	9.1	−1
	11	3	Girl Marries	10.4	−1.7	11	4	Stella Dallas	9.1	−1
	12	NR	Aunt Jenny	10.4	+1.1	12	15	Aunt Jenny	8.9	+0
	13	7	Portia Faces Life	10.3	−0.6	13	7	Portia Faces Life	8.9	−0
	14	4	Stella Dallas	10.1	−1.5	14	NR	My True Story	8.8	+0
	15	NR	Grand Slam	10.0	+2.4	15	5	Young Widder Brown	8.7	−1
D-1	1	1	True Detective Myst.	17.6	+1.4	1	2	True Detective Myst.	14.9	+1
	2	2	The Shadow	16.5	+0.6	2	1	The Shadow	13.8	+0
	3	3	House of Mystery	16.1	+1.8	3	NR	David Harding	12.2	+3
	4	5	Quick as a Flash	15.9	+2.4	4	4	Grand Central Station	12.1	+1
	5	NR	David Harding	15.7	+2.7	5	NR	Adv. Archie Andrews	11.9	+2

KEY TO SYMBOLS — (NR) Not ranked in "Top Programs" in preceding report.

RURAL FM

Farm Co-op Groups Plan N. Y. Network

RURAL Radio Network, FM project in New York State financed by ten cooperative farm organizations, will begin operation early in May with three of its planned six stations. The venture entails investment of $400,000 in the six outlets.

To be headquartered in Ithaca, the network will be directed by R. B. Gervan, formerly director of information for the Cooperative Grange League Federation Exchange (G.L.F.), a large purchaser of radio time in New York and New Jersey. The ten co-op organizations formed the Rural Radio Foundation, which will function as a separate corporate entity. Unlike the co-ops, it was stated this Foundation will function as a profit-making corporation, and will pay Federal and state taxes in the usual manner. President is H. L. Creal, Homer, N. Y., farmer, and a New York State Assemblyman.

The network, unique in radio annals, will seek to cover 80% of the farm audience within New York state, via micro-wave relays rather than wire lines. Each transmitter will be located on an isolated peak, and each transmitter will house a studio for local program originations.

Winter Delays

Construction of three of the transmitters was delayed by the severe winter, and these stations—WFNF Hermitage, WVBT Bristol Center, and WVBN Turin—will not be in operation until late June or early July. The three stations to launch operations in May are WFC Newfield, WVCN DeRuyter, and WVCV Cherry Valley.

Time will be sold in the usual manner, with emphasis on farm features. The co-ops, themselves large users of radio time, will figure prominently in network sponsorship, with the expectation that the "nut" will be underwritten with inauguration of service.

Network administration and production headquarters and the major studio facilities are under construction in Ithaca, Mr. Gervan announced. In addition, there will be skeleton production and technical staffs at each village transmitter site.

As information director of GLF, which did a gross business of about $250,000,000 last year, Mr. Gervan for 10 years was responsible for development of that co-op's radio coverage. It began with a program on one station, once a week, and now constitutes an across-the-board, year-round schedule over a tailor-made network covering New York and New Jersey. In one peak year, Mr. Gervan is said to have closed contracts covering 3,000 separate time placements.

Deneuf Chief Engineer

Chief engineer is Donald K. Deneuf, formerly vice president for operations of Press Wireless Inc. and more recently with Raytheon Mfg. Co., where he specialized in microwave relay between Boston and New York.

H. Stilwell Brown, former partner in Rural Surveys Inc., and for several years sales manager of WHCU Ithaca, is assistant to the general manager. Most recently he was with Agricultural Advertising & Reach Inc.

Mr. Gervan said RRN's sponsors represent most of the farmers in New York state through the various cooperative organizations. The network is designed to "break the bottleneck that now hamstrings any effective and consistent network coverage of the farm audience," the announcement said. "Past attempts to set up statewide networks to reach the farmer when he is accessible have foundered on station commitments to local and national advertisers."

The announcement added that the network is designed to provide "a more economic broadcasting medium for reaching the farm audience" since the rate cards for "big town" stations include their mass urban audience, described as "non-productive." It also will seek to provide "a radio medium comparable to the farm newspaper and magazine, with programming, operation and promotion specifically so geared.

The ten farm organizations sponsoring RRN are: New York State Grange, New York State Farm Bureau Federation, New York State Federation of Home Bureaus, Cooperative G. L. F. Exchange Inc., Dairymen's League Cooperative Assn. Inc., New York State Poultry Council, New York State Vegetable Growers Assn., New York State Horticultural Society, New York State Artificial Breeders Cooperative Inc., and Empire Livestock Marketing Cooperative Assn.

Nielsen Radio Index To Be Used by WCBS

ARRANGEMENTS are completed by Arthur Hull Hayes (center), general manager of WCBS. Charles A. Wolcott (l), vice president in charge Nielsen Radio Index sales, and Jules Dundes, advertising and sales promotion manager of WCBS, were present.

* * *

WCBS New York has negotiated a contract with the A. C. Nielsen Co. for the Nielson Radio Index audience measuring services, Arthur Hull Hayes, WCBS general manager, and A. C. Nielsen, head of the firm, announced last week.

Nielsen reports on round-the-clock listening to all New York stations will be made available to WCBS under terms of the agreement.

Mr. Nielsen said, in a statement accompanying the contract announcement, that the deal was especially significant "in that it provides reliable monthly measurements of radio program audiences . . . far beyond the urban homes in and near New York City. In fact, the area embraces 56 counties, so that NRI comes very close to measuring the entire audience of each New York station."

Mr. Hayes said: "Information such as total audience, cumulative audience, duplication analyses, audience flow, and turnover, which we have heretofore had only annually through WCBS Diary Studies, will now be available to us, and our advertisers, on a continuing basis."

SPEAKING OF "NETS"

Here Is the Lineup of Network Stations Now Subscribing to

*BSB FCC RULES AND AMENDMENTS SERVICE

ABC . . . 19 STATIONS
CBS . . . 18 STATIONS
MBS . . . 33 STATIONS
NBC . . . 34 STATIONS

Plus Stations Affiliated With These Regional "Nets"

ALOHA
ARIZONA
DON LEE
GREAT NORTHERN
INTERMOUNTAIN
KEYSTONE
LONE STAR
MICHIGAN
MIDSOUTH
MIDSTATES
NEW ENGLAND
NORTH CAROLINA STATE
NORTHWEST
OKLAHOMA
PAUL BUNYAN
QUAKER
TALL CORN
TEXAS QUALITY
TEXAS STATE
WEST VIRGINIA
WOLVERINE
YANKEE

Plus 34 Non-Network Stations Who Are Just As Progressive . . . and Just As Welcome

*ALL the regulations governing commercial broadcasting, covering a complete reproduction of Parts 1, 2, 3, 4, 5 and 13 of the Rules (completely cross indexed); all amendments as they occur—and The Standards of Good Engineering Practice—kept RIGHT up to date.

Broadcast Service Bureau
1424 K ST., N. W.
WASHINGTON 5, D. C.

Gentlemen: Yes, you may send me a year's subscription to your FCC Rules and Amendment Service. I understand this includes the two binders, complete with all rules, amendments and standards, up to date. I will also receive during the year all amendments as quickly as they are released.

Firm _____ Call Letters _____
Address _____
$60 Enclosed ☐ Please bill ☐
$45 Rules Alone ☐ $25 Standards Alone ☐
Signed _____

In Utah -

— more than 78% of the population and 86% of the buying income are concentrated in 9 counties where KDYL is the *popular* station.

KDYL
SALT LAKE CITY
UTAH'S NBC STATION

National Representative:
John Blair & Co.

NAB Board

(*Continued from page 13*)

promotion project. (See separate story.)

In taking up the code, the board made a comparison of the Atlantic City version and that prepared by the board's own Code Review Committee, as well as ideas received from industry sources.

As it now appears, the document contains a preamble and creed. These state affirmatively the public service duties and aspirations of broadcasters, and lay groundwork for specific program and commercial provisions. The creed and preamble may be revised. They replace the original Section 1, covering general standards for programs [BROADCASTING, Feb. 23].

Effort to cripple the commercial time limitations approved last November was defeated. This proposal would have allowed unlimited use of multi-sponsor shopping and similar programs instead of the one-hour daily limit adopted in November. The 25-minute evening allowance was changed from 2:45 to 2:50 minutes.

The news provision was changed slightly. The ban on middle commercials in newscasts of less than 10 minutes remains in the code, but commercials at beginning and end may be placed "approximately" in those positions to allow brief news at the opening and closing of programs. Use of "flash" and similar terms is restricted to legitimate occasions.

Resolutions were adopted commending services of Frank E. Pellegrin, director of Broadcast Advertising, who leaves NAB March 1 to become general manager of the new KSTL St. Louis, and Mrs. Dorothy Lewis, director of listener activities, who resigned in January. Both were praised for their long careers at NAB and their efforts on behalf of American broadcasting.

The board heard a review of findings in the second NORC survey scheduled for unveiling March 8 at an NAB luncheon in New York. Dr. Paul Lazarsfeld, Columbia U., has prepared a preliminary report on the findings, which indicate continued public support of the American system of broadcasting though in some phases not quite as enthusiastic as the findings taken right after the end of the war.

Dr. Kenneth H. Baker, NAB director of research, and Dr. Lazarsfeld are to present the findings at the New York lunch. Standard speeches for use of station executives will be supplied in advance of March 8, along with a packet of survey material.

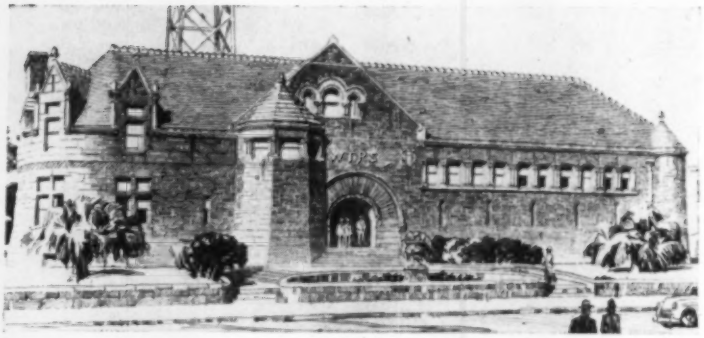
$15,000 Appropriation

Concerned over the international frequency grab, the board voted an appropriation of $15,000 to be used in activities designated to protect U. S. interests. This sum had been authorized but not appropriated last November. The Engineering Dept. had previously been granted funds for participation in such conferences as the Havana preparatory NARBA meeting to the Third NARBA in Montreal next summer.

President Miller was authorized to augment and shift NAB personnel as the need develops for international activities.

The board ordered active participation in the Third NARBA, with legal and engineering personnel in attendance, and called for close contact with FCC, State Dept. and other government agencies.

The directors went into the Latin American problem in detail, adopting a resolution emphasizing the extent of its concern.



THE NEW HOME of WTPS New Orleans is depicted here in an artist's sketch. The Times-Picayune station has been operating a year with FM, and since Feb. 16 has been AM also. The modern studios of the two stations are housed in this historic Howard Memorial Library Building at Lee Circle.

Mr. Willard reported on operations of the Industry Music Committee as well as the legislative situation and the Mayflower-Port Huron developments at the FCC.

The board authorized appropriation of more funds to carry NAB's load in the united-front music drive.

Shafto to CAB Meeting

G. Richard Shafto, WIS Columbia, S. C., was named Thursday to represent NAB at the Montreal meeting of Canadian Assn. of Broadcasters in March.

Paul W. Morency, WTIC Hartford, was named to represent U. S. broadcasters and the NAB at the June meeting of the Inter-American Broadcasters Assn.

Time of the board's pre-convention meeting in Los Angeles was definitely fixed at 12:30 p.m., Saturday, May 15.

Budget matters were discussed but no action was taken. It was understood the association is operating close to its $735,000 fund.

Messrs. Willard, Baker and Robert K. Richards, director of Public Relations, were named as an NAB staff publications committee.

Opening the meeting Tuesday morning, C. E. Arney Jr., NAB secretary-treasurer, reported membership had reached a new high of 2015. Tentative plan for a series of district meetings from July through October was adopted. The board voted to admit to membership a large number of stations which have applied since the November meeting.

Reporting as NAB representative on the BMB board, Director Hugh B. Terry, KLZ Denver, indicated the industry's official audience measurement bureau was sufficiently endorsed by the membership to continue in business "on a healthy basis."

The board asked the NAB management to submit at its May meeting a statement detailing functions of NAB committees, together with recommendations designed to integrate their activities.

Formula to solve the industry ASCAP dispute over payments for network cooperative programs was presented for the NAB Music Advisory Committee by Chairman Theodore C. Streibert, WOR New York. The committee took the position that co-op fees should be paid direct, whereas ASCAP demands that they be paid through the networks.

The committee left the question up to the board after favoring payment of 2¼% fees by stations direct instead of the 2¾% asked by ASCAP, to be paid via the networks.

Reviews ASCAP Negotiations

Mr. Streibert reviewed negotiations with ASCAP and explained the copyright group is willing to extend present contracts with the industry to Dec. 31, 1965. If ASCAP doesn't ask higher rates by Dec. 31, 1948, contracts automatically are extended nine years to Dec. 31, 1958.

ASCAP has indicated it will not allow the switchover right between per-piece and blanket fees under the new contract, Mr. Streibert told the board.

Attending the Hot Springs meeting were these directors:

Harold E. Fellows, WEEI Boston, District 1; Michael R. Hanna, WHCU Ithaca, N. Y., District 2; George B. Coleman, WGBI Scranton, Pa., District 3; Campbell Arnoux, WTAR Norfolk, Va., District 4; Henry P. Johnston, WSGN Birmingham, District 5; Wm. P. Harris, WJDX Jackson, Miss., District 6; Gilmore N. Nunn, WLAP Lexington, Ky., District 7; C. Bruce McConnel.

Use kglo

KGLO gives dominant coverage of a prosperous rural-urban market —ideal for testing!

1300 K.C. 5000 WATTS CBS AFFILIATE
WEED & COMPANY, REP.

A Lee STATION

KIOA
940 KILOCYCLES
10,000 WATTS DAYTIME
5,000 WATTS NIGHTTIME
DES MOINES

Sell IOWA with KIOA . . .

Iowa's Largest Independent Clear Channel Station

Ask any Paul H. Raymer Company Representative or write

STATION KIOA
John Boler, President
DES MOINES 9, IOWA

WISH Indianapolis, District 8; Charles C. Caley, WMBD Peoria, District 9; John F. Meagher, KYSM Mankato, Minn., District 11; Clyde W. Rembert, KRLD Dallas, District 13; Hugh B. Terry, KLZ Denver, District 14; William B. Smullin, KIEM Eureka, Calif., District 15; William B. Ryan, KFI Los Angeles, District 16; Paul W. Morency, WTIC Hartford, and Howard Lane, WJJD Chicago, large stations; T. A. M. Craven, WOL Washington, and G. Richard Shafto, WIS Columbia, S. C., medium stations; Clair R. McCollough, WGAL Lancaster, Pa., and Robert T. Mason, WMRN Marion, O., small stations; John Shepard 3d, Class B FM; Willard Egolf, WBCC-FM Bethesda, Md., Class A FM.

Absent were John J. Gillin Jr., WOW Omaha, District 10; William B. Way, KVOO Tulsa, District 12; Harry R. Spence, KXRO Aberdeen, Wash., District 17.

Participating for the NAB headquarters staff were Justin Miller, president; A. D. Willard Jr., executive vice president; C. E. Arney Jr., secretary-treasurer; Don Petty, general counsel; Robert K. Richards, director of public relations; Royal V. Howard, director of engineering; Kenneth H. Baker, director of research; Harold Fair, program director; Ella Nelson, secretary to Mr. Arney.

OKLA. U. SESSIONS

Sterling, Penn Among Speakers

WARNING that the U.S. is running a poor third in international broadcasts, David Penn of the International Broadcast Division of the State Dept., told the Annual Radio Conference at the U. of Oklahoma at Norman that the "Voice of America" must be given a greater opportunity for telling Europe about America.

"Impoverished Great Britain," Mr. Penn said, "is pinch-hitting for the United States and last year spent more than three times as much money on international broadcasts for democracy as this nation."

He appealed to the broadcasters to aid in seeing that the "Voice of America" is given greater opportunity. "As broadcasters," he told the conference, "you will appreciate the magnitude of our mail response. More than four hundred thousand requests for 'Voice of America' programs were received from Europe last year. Still greater evidence of the effectiveness of the broadcasts is reflected in the Soviet press, which directs blasts at 'Voice of America' programs daily."

Mr. Penn's talk was made before the dinner session of the conference. He was preceded by George Sterling of the FCC, who discussed North American regional allocation problems. Mr. Sterling said that the race for band space was by no means limited to stations in the U.S. He outlined the many new, and as yet unsolved, problems presented by the multiple picture of AM, FM, video and facsimile.

The conference this year was planned around a series of clinics and seminars designed to focus attention on new problems, new advancements and new opportunities in radio.

Virtually every area of the U.S. again was represented by conference attendants. The U. of Oklahoma north campus, a former eight-million-dollar installation of the Naval Air Corps, provided conference rooms as well as housing.

The Assn. of Women Broadcasters 12th District meeting was held concurrently with the conference on Friday and Saturday, with some of the sessions at the Biltmore Hotel in Oklahoma City. A radio sales training seminar was scheduled to follow the three-day conference on Feb. 29 and March 1-2.

The conference opened last Thursday morning, with the first session devoted to a discussion of the effectiveness of transcribed commercials. Praise for the longer but well-written spot was given by William Wright of Wright Radio Productions, Chicago. You can sell a name or one product but little else in a 15-second commercial, Mr. Wright said. A well-written one-minute spot, with proper lead-in, will attract and keep attention, he said. He advocated it as the most effective way of selling rural radio audiences.

PROGRAM LOCALE

FCC Proposes Rule For Stations

PROPOSED RULE changes which would require stations to originate the majority of non-network programs from the main studio locations specified by their licenses or to modify them accordingly were announced last week by FCC. Under present rules stations as an alternative may broadcast from main studios the majority of "station announcements" of "programs originating at remote points."

Briefs or statements concerning the changes, which repeal Secs. 3.12 and 3.206 of FCC's rules and amend Secs. 3.30(a) and 3.205(a), must be filed on or before March 15. Both AM and FM stations are affected.

Unofficially it was reported that the proposed changes are directed at situations where a station licensed for a community on the fringe of a metropolitan district originates most of its non-network programs from the main city to the neglect of local community service.

In such circumstances it was indicated that stations frquently claim service to the whole district and seek the big-city sponsors, thus failing to offer adequate local interest service and denying best facilities to local merchants. This in effect results in a reassignment of stations contrary to the "fair, efficient and equitable distribution" concept of Sec. 3.24(a) of the rules although no change of transmission point occurs, officials said.

Should the proposed rule changes be adopted, existing stations which broadcast the greater portion of their programs from other than the main studio specified in their license or permit would be required to modify the program originations or modify the authorization to reflect the situation. In the latter case it was indicated FCC might not readily permit such modification of license in view of the Sec. 3.24(a) consideration of equitable distribution of services.

The FCC's announcement stated that under "the Commission's present Rules and Regulations defining the term 'main studio' it is possible for a broadcast station to originate most of its local programs from a place other than the city in which its main studio is located by the device of broadcasting a majority of its station announcements from a studio in the city for which the station is licensed." The notice continued, "In the Commission's opinion in determining the location of a station consideration should be given to the place where programs originate and not station announcements."

The changes proposed include repeal of Secs. 3.12 and 3.206 of the rules with Secs. 3.13, 3.14, 3.15 and 3.16 renumbered 3.12 etc.

The proposed amendments:

§3.30(a) Each standard broadcast station shall be considered to be located in the city and state where its main studio is located as shown in its license. A majority of the station's non-network programs (computed on the basis of the amount of time consumed by such programs and not on the basis of the number of such programs) shall originate from such main studio or from other studios or remote points situated in the city in which the station is located.

§3.205(a) Each FM broadcast station shall be considered to be located in the city and state where its main studio is located as shown in its license. A majority of the station's non-network programs (computed on the basis of the amount of time consumed by such programs and not on the basis of the number of such programs) shall originate from such main studio or from other studios or remote points situated in the city in which the station is located.

WFOX, 250-w Daytimer, Sues Wisconsin Network

WFOX Milwaukee, has filed suit in state Circuit Court against the Wisconsin Network for alleged non-payment of commissions due WFOX while the station was serving as network agent in Milwaukee last fall.

The suit, which names William F. Huffman of Wisconsin Rapids as owner of the regional operation, states Wisconsin Network owes the station "in excess of $800" for having handled in Milwaukee territory all U. of Wisconsin 1947 football games sponsored by the Plankinton Packing Co.

FAMILY

WIBW has been a farm station for almost a quarter - century. We sell Kansas and adjoining states because we've served them well. We're one of the family.

WIBW The Voice of Kansas in TOPEKA

We Multiply your Customers

Every day WMC is making new friends, new customers for products being introduced at the threshold of the Gateway to the New South. Performance is proven by results . . . . the creation of new customers out of prospects for our advertisers.

FIRST IN MEMPHIS *year after year* ACCORDING TO HOOPER

WMC "the station most people listen to most"

MEMPHIS • 790 KC • 5000 WATTS DAY & NIGHT

WMCF

the first FM broadcasting station in Memphis and the Mid-South

WMCT (television) coming soon

National Representatives: THE BRANHAM CO.

OWNED AND OPERATED BY THE COMMERCIAL APPEAL

KFMB
sells
SAN
DIEGO
...better
than ever!
Now 1000
watts on 550 kc
Remember! More power means more sales to more people . . .
KFMB
* Now operating KFMB-FM
BASIC AMERICAN NETWORK
(Pacific Coast)
SAN DIEGO, CALIF.
Owned, Managed by JACK GROSS
Represented by BRANHAM CO.

Baltimore's
Listening
Habit
WCBM
MUTUAL
BROADCASTING SYSTEM
JOHN ELMER, President
GEORGE H. ROEDER
General Manager
Exclusive National Representatives
WEED & CO.
New York, Chicago, Boston, Detroit, Atlanta, Hollywood, San Francisco

$200,000 Promotion

(Continued from page 14)

the Biltmore Hotel, New York, to give its official approval and indicate the extent of its financial support, tentatively expected to be something over $15,000.

With $100,000, or half the total, available by mid-May, actual production will proceed. Other industry groups such as FM Assn., Radio Manufacturers Assn. and transcription companies will be invited to take part. Assuming at least a $200,000 budget is available—an average of $66 per station were the fund allocated on that basis—about $125,000 is earmarked for actual production and the rest for distribution. A sliding-scale financing plan is being studied.

The film itself will not be a movie, but an idealized full-color presentation using entirely new dramatic techniques and pioneering animation processes. It will be designated to hold the interest of all types of viewers, with an appeal matching that of the finest film entertainment. At the same time it will tell the radio story with force and put over the facts of broadcast programming and selling.

Though the project movers are loath to reveal their revolutionary ideas at this time, it was learned that the most famous artists and writers in the country will be employed, with the best in broadcasting music for background effects. Historic narration will be used in doing the job of a flapover presentation while holding audience attention and putting over the radio story all the way from top industry management to the school child.

Peoria, Ill., Selected

To provide factual background, an intensive research study will be conducted before film production gets under way. Peoria, Ill., was selected as the typical American community. The survey is to give an accurate picture of home and out-of-home listening, as well as what dealers think of broadcasting. Interview technique will be used.

The complete film will be 40 minutes long. It will be split into two 20-minute sections for beaming at specific business or non-business audiences. A 10-minute excerpt will be suitable for purely entertainment showings, or for quick sales presentations.

A booklet will be prepared, summarizing the material in the film and attractively telling the broadcast story. Stations will be provided with booklets and an instruction packet for guidance in preparing showings. In communities and cities having more than one station, the project committee envisions cooperative showings with all stations sharing expense of the event. After the joint presentation, large numbers of showings can be made at slight cost. Large numbers of prints of the film will be made available.

The committee contends that radio should put over its exclusive sales story, based on such factors as wide public acceptance, frequency and powerful impact. It points out that American Newspaper Publishers Assn. has a million-dollar promotion fund and that one national magazine alone spends $250,000 annually on promotion.

New York Showing

As now planned, the "smash" presentation at the Waldorf-Astoria in New York next fall will be quickly followed by similar unveilings in Chicago, Los Angeles and other major markets. Within a few days the principal cities will be covered, with smaller cities and towns joining in the nationwide debut. After that will come thousands of showings of the entire film, or segments. The material will be suitable for long-range use and will not be made obsolescent by progress in individual portions of the industry.

INFORMAL COMMISSION DECISION CHALLENGED

FCC last week was pondering a petition challenging the legality of a Commission decision purportedly reached "by circulation and approval of staff recommendations," rather than in a formal meeting.

The petition was filed by George Arthur Smith, applicant and former grantee for a new station at Jackson, Tenn. He asked FCC to reconsider its denials of a series of petitions he had filed with respect to the further hearing ordered by the Commission after it vacated his grant [BROADCASTING, Feb. 23].

In what was reported to be one of the first challenges to the procedure of circulating pleadings among the various Commissioners for their respective votes, the petition declared:

As grounds for such reconsideration petitioner believes that said action was not taken by a quorum of the Commission in meeting assembled as required by the Communications Act of 1934, as amended, but was action taken by individual Commissioners without opportunity for discussion among a voting quorum of the Commission. The action taken was not ministerial in nature and the authority to so act is not delegable to individual Commissioners, a Board of Commissioners, or members of the Commission without being subject to review by the Commission en banc in formal meeting.

The petition was filed by Arthur W. Scharfeld of the Washington law firm of Loucks & Scharfeld, counsel for Mr. Smith. Mr. Smith, mayor of Jackson, is one of three applicants for a new station there on 1490 kc with 250 w. He won a grant, but FCC later set it aside pending further hearing to consider the effect of a local law limiting the outside activities of the mayor. The further hearing was held Feb. 19. Competing with Mr. Smith for the local frequency are Jackson Broadcasting Co. and Hub City Broadcasting Co.

Expansion Program Is on FMA Agenda

Association's Board to Consider Current, Future FM Problems

FM ASSN. BOARD of directors will convene March 5-6 at Washington's Statler Hotel to consider an expanded program of operations.

Everett L. Dillard, FMA president, in announcing the meeting said he now felt that "FM is over the hump." This did not mean, he said, that FMA activities should be curtailed, but only that current problems are of a different nature and require guidance by the board.

The tentative agenda, announced by Mr. Dillard, include the following:

(1) FMA's position in respect to hearings before the FCC on radio editorializing.

(2) Discussion of AT&T proposed rates for FM network lines of 15,000 cycles.

(3) Duplication of network programs on FM and AM stations.

(4) FMA's position on forthcoming facsimile hearings before the FCC.

(5) Proposed legislation, particularly legislation providing for payments of royalties by broadcasters on transcriptions and records played on the air.

(6) What policy FMA should pursue regarding the broadcast by television stations of "still pictures" or "test patterns" for extended periods of time to the accompaniment of music as entertainment.

(7) Finances and budget.

(8) Future policies of FMA.

FMA board members include:

Leonard L. Asch, WBCA Schenectady, N. Y.; W. R. David, General Electric Co., Syracuse, N. Y.; Mr Dillard; Frank A. Gunther, Radio Engineering Labs, Long Island City, N. Y.; E. J. Hodel, WCFC Beckley, W. Va.; Roy Hofheinz, KOPY Houston; C. M. Jansky, Jr., Jansky & Bailey, Washington consulting engineers; E. Z. Jones, WBBB-FM Burlington, N. C.; Raymond F. Kohn, WFMZ Allentown, Pa.; Thomas F. McNulty, WMCP Baltimore; M. S. Novik, Unity Broadcasting Corp., New York; Stanley W. Ray Jr., WRCM New Orleans; Ben Strouse, WWDC-FM Washington; David G. Taft, WCTS Cincinnati; William E. Ware, KFMX Council Bluffs, Iowa.

43rd in U. S. A.
. . . it's the Lehigh Valley's retail sales volume!
3rd in PA.
. . . it's the Lehigh Valley with more than $150,000,000 annual retail sales!
1st in Lehigh Valley
. . . it's WKAP for music and news — the leading independent station for AM - FM listening!
BEN W. MUROS
General Manager
O. R. DAVIS
Sales Manager
See FORJOE
IT'S WKAP IN ALLENTOWN, PA.

Chicago in '49

(Continued from page 14)

vention is planned May 17-18 in Los Angeles at the Biltmore Hotel, with possibility that an extra meeting may be necessary on the morning of Wednesday, the 18th, if all topics can't be covered in the allotted time. Committee members are to work out program problems at a meeting with NAB headquarters officials this week.

The board approved tentative committee arrangements for the handling of delegates at the week-long Los Angeles meeting. The convention equipment exhibition will be held during the entire May 17-21 week, with an engineering conference scheduled Thursday and Friday, the last two days. (See story this page.)

Entertainment Planned

William B. Ryan, KFI Los Angeles, District 16 director, said the entertainment committee of the Southern California Broadcasters Assn., headed by Harry Maizlish, KFWB Los Angeles, is arranging an entertainment program.

First event scheduled is a Sunday afternoon fiesta at the estate of A. Atwater Kent, Bel Air. Buses will take delegates and their wives to the estate, with arrangements tentatively made to accommodate 1,500. Plans are underway to originate a network broadcast from the fiesta.

Numerous parties and meetings have been scheduled prior to the convention by networks but they will not be so elaborate as those at Atlantic City last fall.

Since the main portion of delegates is expected to arrive Sunday, and with trains entering Los Angeles in bunches that morning, the local committee is working on a plan to provide fleets of buses assigned to take delegates to specific hotels in order to avoid the taxi-cab-baggage crush at the station.

Temporarily scheduled for Monday evening is a convention dinner, with a speaker of national prominence. An entertainment dinner is tentatively scheduled Tuesday evening, possibly at a movie lot, with top film talent appearing.

Scheduled Wednesday is the annual NAB golf tournament for the BROADCASTING Magazine trophy.

Meeting of the retiring NAB board is slated Saturday, the 15th. The new board, many of whose members will be elected this spring, will hold its first meeting Wednesday the 18th.

Committee Members

Members of the board's convention committee are Howard Lane, WJJD Chicago, chairman; Harold E. Fellows, WEEI Boston; Robert T. Mason, WMRN Marion, Ohio; William B. Smullin, KIEM Eureka, Calif.; William B. Way, KVOO Tulsa; T. A. M. Craven, WOL Washington.

ENGINEER SESSIONS

NAB Agenda Planned

LATEST developments in the technical side of broadcasting will be presented at the two-day engineering conference, to be held at Los Angeles May 20-21 in connection with NAB convention week activities.

Mr. Howard

Topics include progress in transmitting and recording apparatus, with their application to all types of broadcast stations. Specialists on each subject will be selected by an agenda committee, which already has roughed out a list of topics on which papers will be presented. Panel discussions are slated, according to Royal V. Howard, NAB Engineering Director. Along with his assistant, Neal McNaughten, and Orrin W. Towner, WHAS Louisville, chairman of the NAB Engineering Executive Committee, Mr. Howard has met with network and station engineering executives in preparing the agenda.

Post card questionnaires covering discussion topics as well as plans of engineers to attend the conference have been sent out by the committee. Early returns indicate the heaviest attendance at any engineering session ever held under NAB auspices.

The panel discussions will include papers on magnetic recording; 150 mc relays for special events, using FM remotes; studio equipment; modern portable pickup devices. All these are in the audio field.

With growing interest in television, the committee will go into lighting problems, small video stations, TV relays and related topics.

With emphasis on the small station, the conference will discuss transmitter and studio design. Other papers will include operation of FM stations and the adjustment and maintenance of all types of directional antennas.

A highlight of the two-day meeting will be the FCC-Industry Roundtable, with many engineering specialists of the Commission and industry taking part in a wide-open discussion.

Engineers will take a tour Saturday May 22 of Mt. Wilson with its television and FM installations and famed 100-inch telescope. Special buses will be chartered for the mountain trip, with arrangements in charge of Lester H. Bowan, CBS Western Division chief engineer.

Taking part in Los Angeles arrangements, besides Messrs. Howard, McNaughten and Towner, are Jack R. Poppele, WOR New York, and Earl M. Johnson, for MBS; James Middlebrooks, Frank Marx, ABC; Howard A. Chinn, A. B. Chamberlain, Wiliam B. Lodge, for CBS; George M. Nixon and Robert M. Morris, for NBC; T. T. Goldsmith, DuMont; Dr. J. G. Lawrence, Western Electric Co. Mr. Morris is chairman of the NAB Recording and Reproducing Standards Executive Committee.

New AM Granted; Total Is Now 1,976

CONSTRUCTION permit for a new standard station on 1450 kc with 250 w fulltime was granted last week by FCC to Myrtle Beach Broadcasting Co., Myrtle Beach, S. C. The town of about 1,600 persons is located on the coast near North Carolina.

AM Parade
On air: 1,682
Licensed: 1,586
CP's: 390
Pending: 611

Myrtle Beach Broadcasting is composed of Joe C. Ivery, president and 50.4% owner, and Eugene E. Stone, secretary-treasurer and 49.6% owner. Mr. Ivery is owner of the Patricia Hotel, Deep Head Farms Co. and first vice president of Myrtle Beach Bank & Trust Co. Mr. Stone is 50.18% owner and president of WJMX Florence, S. C. He also is a wholesale distributor of petroleum products.

Total cost of the station is estimated at $15,512 with monthly operating cost set at $3,150 and revenue at $4,200, according to the application. Programming is to be 70.5% commercial.

ANNUAL unity award for 1948 for "outstanding contributions made to interracial and religious understanding" has been presented to KLAC Hollywood by InterRacial Unity Awards Committee.

RESULTS?
THAT'S US!
CHNS
HALIFAX NOVA SCOTIA
Maritimes Busiest Station
5000 WATTS—NOW!
Interested? Ask
JOS. WEED & CO.,
350 Madison Ave., New York

LAREDO'S ONLY RADIO STATION
★
MUTUAL and TSN
★
REPRESENTED NATIONALLY BY JOHN E. PEARSON COMPANY

OUR WAY!

We've got things pretty much our way in the southern tip of Texas because KPAB is the ONLY radio station serving this rich area of 100,000 potential buyers—on the air 18 hours every day!

THE MUTUAL STATION
SERVING 2 NATIONS

YOUR WAY!

You'll have things pretty much your way when you air your message on KPAB, Laredo—seat of the nation's biggest cattle producing county, heart of Texas' great winter garden, located on the Pan American Highway connecting Canada and South America!

Soon on the air with KAIR, 10,000 watts, Laredo's first and only FM station! Ask us for full details!

KPAB
LAREDO BROADCASTING CO.
Howard W. Davis, President
LAREDO, TEXAS

Mayflower

(*Continued from page 14*)

of democracy only when devoted to the communication of information and the exchange of ideas fairly and objectively presented. A truly free radio cannot be used to advocate the causes of the licensee. It cannot be used to support the candidacies of his friends. It cannot be devoted to the support of the principles he happens to regard most favorably. In brief, the broadcaster cannot be an advocate.

Freedom of speech on the radio must be broad enough to provide full and equal opportunity for the presentation to the public of all sides of public issues. Indeed, as one licensed to operate in a public domain the licensee has assumed the obligation of presenting all sides of important public questions, fairly, objectively, and without bias. The public interest—not the private—is paramount.

But the Commission noted that WAAB no longer carried editorials and that Yankee Network officials had pledged that the practice would not be resumed. The renewal application was granted and Mayflower's application was denied.

It did not appear likely last week that any of the principals of the original Mayflower decision would participate actively in the Commission's review of the policy.

Yankee Network, which had indicated that it would be on hand, was reported to be planning no presentation, and none of the three owners of the old Mayflower Corp. had offered to take part.

But one of the three Mayflower stockholders, Lawrence J. Flynn, credited with a large part in bringing the question to a head originally, meanwhile reaffirmed to BROADCASTING his faith in the wisdom of the Mayflower policy.

'Accident of Inquiry'

Nor was it inconceivable that some of the main issues of the original case would be revived. Revere Racing Assn., now owner of Boston dog racetracks — which were one of the objects of attack by WAAB editorials—has notified FCC that it will be on hand to present testimony in the hearing. Mr. Flynn, who had been a Yankee Network salesman before formation of Mayflower Corp., told BROADCASTING that he had "no real interest in what disposition is finally made with the Mayflower dicta," and that "it was an accident of inquiry."

"But," he continued, "until such time as broadcasters are permitted to operate their facilities without benefit of license, it would seem that this dicta, however repugnant it is said to be, is the only slide-rule which the FCC can apply to the regulation of circumstances, manner, and even objectives of editorial-conscious broadcasters, lest orderly broadcasting be submerged in a wave of fanatical medicine men trying to mold other people's opinions to that pattern which immediately concerns the broadcaster.

"Broadcasters will find in the end, the obdurate ones to the contrary, that the rule protecting the many is far better than the license serving the few."

The question of WAAB editorials had arisen before Mayflower's application was filed. Mr. Flynn asserted that "the Commission didn't set licensees for hearing on grounds provoked by just any individual," and that "it was unavoidably necessary for me to become an applicant for the licensee's facilities.

Ascertain Limitations

"When I first brought the Mayflower case into being I was merely trying to ascertain what, if any, limitations were imposed upon a licensee who was then, as now, operating under a privileged grant bestowed upon him by the people of the U. S., as part of their great natural resources."

His associates in the Mayflower Corp., neither of whom had had prior broadcasting experience, were George R. Dunham, a retired advertising man, of Cambridge, Mass., and John J. McCann, a textile machinery developing engineer, of Lowell, Mass.

The issues announced by FCC for the review of the Mayflower edict, like the reasons originally given for the WAAB hearing, are two in number. For the review, they are:

1. To determine whether the expression of editorial opinions by broadcast station licensees on matters of public interest and controversy is consistent with their obligation to operate their stations in the public interest.

2. To determine the relationship between any such editorial expression and the affirmative obligation of the licensees to insure that a fair and equal presentation of all sides of controversial issues is made over their facilities.

The "reasons" originally ascribed by the Commission in designating WAAB's application for hearing were:

1. Because of the pendency of the application for construction permit filed by the Mayflower Broadcasting Corp. requesting, among other things, the facilities of Station WAAB.

2. To determine whether public interest, convenience or necessity would be better served by the granting of this application (WAAB) than by the granting of the application of the Mayflower Broadcasting Corp. for construction permit.

The late George B. Porter, then assistant general counsel of the FCC, conducted the original hearing. The Commission which adopted the final decision was composed of Chairman Fly and Comrs. Paul A. Walker (only member remaining from that time), T. A. M. Craven, George H. Payne, Frederick I. Thompson, and Norman S. Case. There was one vacancy.

Mr. Fly, now a private radio attorney, is slated to testify during the review on behalf of the American Civil Liberties Union, of which he is radio vice chairman. Mr. Craven, now vice president and general manager of Cowles' WOL Washington, also is scheduled to appear as a witness.

The tenor of communications which have been received by FCC —on postcards and in letters, resolutions and briefs—ranges from a description of the Mayflower decision as "the cornerstone of free radio," to demands that the decision be revoked in the name of free radio. The policy is viewed by some as a guarantee of free speech; by others as an obstacle to free speech.

Oppose Ban Removal

The several unions planning to participate have indicated, generally, that they oppose removal of the Mayflower ban, or insisted that at least stations should be required to provide equal time for opposing views.

Eric Johnston, president of the Motion Picture Assn., wrote: "I feel very strongly that no instrument of expression, including the radio, should be restricted, openly or indirectly, in the exercise of free speech guaranteed by the Constitution."

American Civil Liberties Union, for whom Mr. Fly will appear, takes the position that radio should have no editorial opinion on controversial matters but should "operate on the widest scope possible in non-controversial areas."

Dr. John W. Studebaker, U. S. Commissioner of Education and president of KSON San Diego, asked: "So long as free competition of differing points of view for acceptance in the market place of ideas is maintained, why should the licensee himself be denied the opportunity to compete?"

Robert D. Leigh, chairman of the Public Library Inquiry of the Social Science Research Council and former director of the Commission on Freedom of the Press, outlined his views of the problem involved and said the Mayflower doctrine should be clarified, whether it is modified or not. He said it clearly should not have been meant to preclude "editorializing or advocacy as a whole"—in civic projects, for example.

The Iowa Assn. of Radio News Editors favored a change in present policy.

Sign of the Times

THE *New York Herald-Tribune's* radio log of last Thursday had its standard heading: "Radio Program Today." Friday the listings became "Radio and Television."

Construction Work For WNBY Begun

CONSTRUCTION work preparatory to installation of transmitting and engineering equipment for WNBY Chicago, NBC's Midwest television station, has begun in the Civic Opera Bldg. headquarters, the network announced last week.

Noran E. Kersta, NBC's director of television operations, and Reynold R. Kraft, television sales manager, met Wednesday in Chicago with I. E. Showerman, vice president in charge of network's Central Division. On the same day the New York executives also addressed a group of 200 Chicago client and agency representatives.

Reviewing NBC television developments, Mr. Kersta predicted linking of Chicago and New York in a video network by the end of 1948 and the establishment of a national network by late 1949 or 1950.

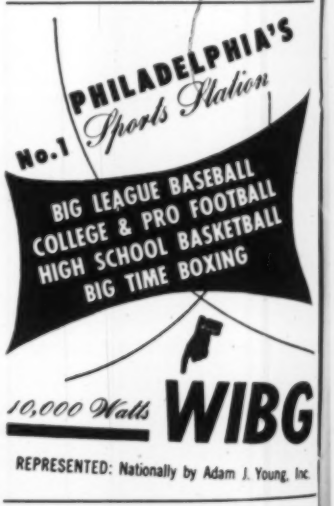
Ford Signs With NBC

AFTER deliberating on offers from CBS and ABC, Ford Motor Co., Dearborn, Mich., through its agency, Kenyon & Eckhardt, New York, signed a renewal contract for its show, *The Ford Theatre*, Sun., 5-5:30 p.m. on NBC effective March 28. Contract is for 13 weeks.

Attractive Investment Opportunity!

ATTRACTIVE Investment opportunity for substantial interest offered by owner for private investment in one of country's largest and important radio stations — network-affiliated, 50,000 clear channel, good market. Prepared for television.

GEORGE P. BYE & COMPANY
38 S. DEARBORN
CHICAGO, ILL.



GAMBLE

Clarifies AAAA's Stand on 2%

By EDWIN H. JAMES

FREDERIC R. Gamble, president of the American Assn. of Advertising Agencies, last week said the AAAA again had raised the question of the 2% cash discount [BROADCASTING, Feb. 23] for "the good of advertising as a whole" and had no intention of engaging in "any battle between broadcasters and agencies."

Mr. Gamble spoke in amplification of remarks made a fortnight ago at a news conference when he revived the AAAA's long-time campaign for radio adoption of the 2% discount.

"It is for the good of advertising as a whole that we have again raised the subject of 2% cash discount," said Mr. Gamble. "While financial relations in radio broadcasting have been most healthy—as one broadcaster points out—nobody can say right now how long this will continue.

"All we know is that the number of business failures continues to increase, and so does the average liability per failure . . . it seems only prudent that we should set forth right now to keep them on a stable basis."

Mr. Gamble asserted that, "in the opinion of a majority of people in national advertising, the 2% cash discount provides this safeguard for financial stability." The purpose of the discount, he said he wanted to make clear, was not to increase agency revenue. "The cash discount is entirely a payment stimulus that is passed along to the advertiser."

The discount, he said, "gives the advertiser a concrete incentive to pay his advertising bills promptly. When the advertiser makes no effort to earn the discount by paying promptly, then it is a warning that something may be amiss, and the agency will go slow about making further commitments for him."

Mr. Gamble discarded arguments that "radio stations can't afford to give away 2%."

"Nobody is asking them to give away anything," he said. "It is an established custom among media to make allowance for the 2% cash discount in the rate, so that the medium still receives the same amount and suffers absolutely no loss of revenue. Media do this without cost to the advertiser, since the advertiser deducts the discount when he earns it."

He took issue also with statements from the NAB that the relation between advertisers and their agencies was not the broadcasters concern.

"That may be the basic difference of opinion which has up to now prevented us from getting universal acceptance of the 2% cash discount," Mr. Gamble said. The broadcaster must concern himself with agency-client relationships if he is to keep control of advertising, he said.

The AAAA, said its president, hoped to get broadcasters to "understand us and our needs better."

The AAAA position (toward radio) is one of "constructive friendliness," he said. "There are no grounds for speaking of any 'battle between broadcasters and agencies'," he said. "There is no 'battle' and there isn't likely to be."

MBS RATES GUARANTEE TO STAY AS IS—KOBAK

MUTUAL will not follow the example of other major networks in reducing rate protection periods from one year to six months, Edgar Kobak, MBS president, told BROADCASTING last week.

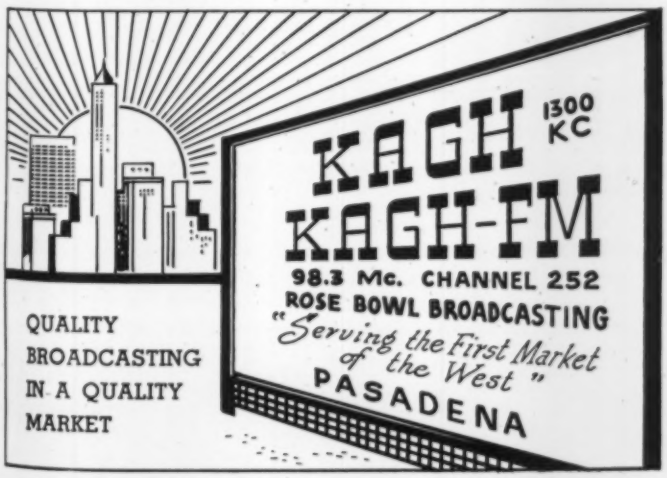
Mr. Kobak said Mutual felt "it is sounder policy" to maintain the guarantee against rate revisions at one year rather than less.

ABC, CBS and NBC have announced their intentions of reducing the guarantee to six months, owing to the uncertainties of the economic future

Confectionary Co. Sets Large Budget

THE NEW ENGLAND Confectionary Co., which celebrated its centennial anniversary last year, is launching the greatest sales and advertising program in its history, John Reddy, advertising director of the company, revealed last week.

An intensive promotion for Bolster Bar, Necco Wafers, Chase and Canada Mints, Sky Bar and Necco Mint Patties is now under way. The firm is currently using spot announcements on 36 major stations in addition to newspaper advertising. LaRoche & Ellis Inc., New York, is the advertising agency.



Personnel Additions

THREE personnel additions were announced by Sullivan, Stauffer, Colwell & Bayles, New York, last week. They are James Kennedy, key copywriter, formerly with J. Walter Thompson and Biow Co.; James W. Link, art director, formerly with Young & Rubicam, and John McClean Jr., account executive, formerly with Pedlar & Ryan.

Libel Guards

(*Continued from page 20*)

made for and in behalf of the station.

Illinois has a law defining libel as malicious defamation. It makes every station that broadcasts such a defamation guilty of libel unless neither station nor employes had advance knowledge of or opportunity or right to prevent the broadcast. No liability exists for statements made by candidates for public office.

Indiana Statute

An Indiana statute eliminates punitive damages if a retraction is given but it does not affect the rule as to ordinary damages.

In Iowa the law holds the station is not liable if it can show exercise of due care to prevent utterance of the remarks.

Montana's law denies recovery unless actual malice is proved and confines any liability for network programs to the originating station.

Like Indiana, the law in North Carolina specifies that liability is limited to actual damages under an honest mistake of fact based on reasonable grounds, if retraction is made.

Oregon's law holds stations not liable unless failure to use due care in advance is found. Washington provides an absolute defense if a defendant shows the broadcast was made "without his knowledge or fault and against his wishes by one without authority" to make it, and was retracted promptly upon written request.

Ford Completes TV Sports for Summer

FORD Motor Co., Dearborn, Mich., has completed arrangements to sponsor baseball telecasts this summer in New York (Dodgers on WCBS-TV), Washington (Senators on WTTG), Chicago (Cubs on WBKB), St. Louis (Cardinals on KSD-TV) and Milwaukee (Brewers on WTMJ-TV) and is negotiating for video baseball sponsorship in Cleveland, Boston and Detroit. Ford also sponsors athletic events from Madison Square Garden, New York, on WCBS-TV, and wrestling and boxing matches on KTLA Los Angeles, making it the undisputed top sponsor of video athletics and possibly the largest investor in television advertising at this time. J. Walter Thompson Co., New York, handles Ford television advertising.

Cigarette Campaign

P. LORILLARD CO., New York, which introduced Embassy Kingsized cigarettes in a radio campaign in Buffalo and Indianapolis last fall, is repeating the campaign on five Cleveland stations. An intensive spot announcement series is being conducted on stations WJW, WTAM, WGAR, WHK and WJMO, through Geyer, Newell & Ganger, New York.

Rinehart & COMPANY · INCORPORATED *Publishers*

For the working announcer

Radio Announcer's Handbook

By BEN G. HENNEKE

The facts about the announcer's job—qualifications, skills, duties, procedures. $4.00

~ Radio Books ~

BROADCASTING MUSIC

Ernest LaPrade $3.25

THEATRE GUILD ON THE AIR

H. William Fitelson, Editor

$4.00

Video's Future

(*Continued from page 17*)

eration of its own KNBH Sept. 1, Mr. Mullen reported that the network had revised some of its building plans whereby Studio F, currently a sound studio, would be remodelled for television production. Since NBC already owns the entire city block at Sunset and Vine, Mr. Mullen said it would greatly facilitate operational plans to adapt part of the existing facilities. He also said that concrete is now being poured on the KNBH transmitter building atop Mt. Wilson.

Speaking of Mr. Strotz's shift to New York, Mr. Mullen emphasized that the move was a temporary one to enable the network's Western head to work on television plans and policies. During his absence, Lewis S. Frost, assistant to Mr. Strotz, will be in charge of Western Division. Harold J. Bock, manager of Western television activities, it was also announced, is coming to New York on April 1 for several months of operational orientation.

To prove the power of television's advertising impact for movie producers, Mr. Mullen said that an experiment is currently being conducted in cooperation with RKO Pictures for *Tycoon* in New York. He said that five and 10 minute film highlights of the picture are being presented, together with the information of where the film is playing. Already, he said, a similar project had been performed for Universal Pictures.

As to television fare, he expressed the feeling that film is an effective transcription method for the medium until networks have been effected. After that he contended that film would continue to play a part in programming, though he admitted it was difficult to conjecture on this.

In speaking of the time of television programs, he said that existing periods are five, 10, 15 and 20 minutes in length, but felt that the latter would be the standard. This he felt would be the case in order to accommodate the advertiser's pocketbook as well as to allow for the increased impact effectiveness of the medium. In fact, he believed advertisers might find that one minute of commercial in video delivered more than three minutes in sound broadcasts.

Video's Share

Brushing aside various allegations that television was a costly program enterprise for an advertiser, Mr. Mullen said that only now when circulation is limited is this the case. Readily admitting that television would never be able to afford motion pictures produced on excessive budgets, he felt they were never intended to be the fare of the medium.

Such pictures, he asserted, belong in theatres and television must evolve its own type of film as well as its own share of live programming. Citing the case of the Theatre Guild productions being telecast on the network's New York outlet, he said it was being currently offered for sponsorship at a figure in the neighborhood of $12,000. Thus, he concluded, that when such talent gets behind an hour dramatic program, a sponsor would be obtaining plenty of dollar value for his investment. Only now is it a little high when circulation is limited, he concluded. Even now he believes that the nature of television's advertising results, in effect, minimizes the cost factor, as such.

Admitting that much of television's circulation would be drawn from radio's existing listeners, he thought in 10 or 20 years radio's rates would have to take cognizance of this. Finally, as a mature medium, Mr. Mullen expected to see television more heavily sponsored than radio.

Sue for Non-Payment

Without payment for the use of NBC television programs by theatres, he said that the network stood ready to sue. Furthermore, aside from the property rights of the network he pointed to the creative talents contributed by writers, directors, technicians, etc. Finally, he said that movie theatres had no more right to appropriate television programming than a television station would have of presenting the theatre pictures without cost.

Asked whether NBC was going to let the agencies take over programming in television as they had in radio, Mr. Mullen denied this had ever taken place. He pointed out that NBC always has controlled that which has been offered on its air. So it would be with television, he said.

However, in the realm of program development he said that NBC would never be the number one network today if it had tried to develop its own programs. Praising the creative talents among the advertising agencies, he was hopeful that they would turn to television with as happy results as they have brought to radio. Accordingly, he said NBC stood ready to have agencies develop their television program ideas.

Ruling to Goodman Refused by FCC

PETITION by Harry S. Goodman, owner of Harry S. Goodman Radio Productions, New York-Los Angeles transcription and live script producer, seeking a declaratory ruling by FCC on the legality of its *Radio Telephone Game* program was dismissed by the Commission last week. FCC held such consideration not within its province.

Mr. Goodman sought FCC opinion whether or not *Radio Telephone Game* violated Sec. 316 of the Communications Act which concerns lotteries and similar schemes. FCC concluded the petition "does not present a situation in which the rendition of a declaratory ruling is appropriate" and continued to point out that neither of the authorities relied upon by the petitioner to invoke the jurisdiction of the FCC make issuance of a declaratory ruling mandatory. These were Sec. 5 of the Administrative Procedure Act and Sec. 1.728 of the FCC's rules.

The Commission indicated that its discretionary privilege of issuing declaratory ruling related to terminating a controversy or removing an uncertainty in instances of immediate and broad import and not to advising on activities of third parties or non-broadcasters.

The *Radio Telephone Game* originally was developed on the air about eight years ago and was dropped during the war because of the shortage of telephone service. It has been offered to sponsors again with the increased availabilities of phone service. Program is currently sponsored on 10 stations.

Format of the show, which is live, is a form of bingo with listeners playing on the numbers of their individual phone number or the last five numbers of their Social Security cards. When listeners have the correct sequence of numbers they call the station to win.

The numbers are tied in with the spelling of a sponsor's name for sponsor identification. Stanley Shave Cream presently sponsors the show on WOR New York. Par Soap Co. sponsors the half-hour program on KHJ Los Angeles. M & M Candy Co. has bought the program on five stations with starting date scheduled for sometime in March.

Airing of Congress Sessions Proposed

Sound Broadcasting, Televising Would Be Allowed Under S-221

LEGISLATION providing for airing proceedings of Congress via sound broadcasting and television was introduced last week by Sen. Claude Pepper (D-Fla.).

Sen. Pepper's bill (S-221) would amend the Legislative Reorganization Act of 1946 so as to authorize stations and networks to carry any proceedings on the Senate or House floor or before any committee, "unless the Senate or House or committee affected shall otherwise order."

Further provision is made that "no station or network shall be required to broadcast or televise any proceeding."

In the way of facilities, the bill directs the Architect of the Capitol to make the arrangements and to acquire and install such equipment as may be necessary for a complete and continuous recording of proceedings. In addition, the architect is to make available at cost copies of such recordings to broadcasters who wish to use them.

Sen. Pepper also calls for establishment of two Congressionally-operated shortwave stations, one east of and the other west of the Mississippi River. Exact locations would be picked by the architect and would be placed so as to be received by the maximum number of listeners in the U. S.

To finance the project, the bill appropriates "such sums as may be necessary to carry out the provisions."

The bill was referred to the Committee on Rules and Administration.

ASK YOUR PETRY MAN

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News Service Editions at

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6 P.M. ★ 11 P.M.

THE YANKEE NETWORK, INC.

Member Mutual Broadcasting System

21 BROOKLINE AVE., BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO. INC.

WSLI

JACKSON MISSISSIPPI

CHEEP! CHEEP! has Carrying Power

At 6:15 a.m. WSLI carried an announcement about baby chicks for sale. This small peep at the crack of dawn brought orders from Louisiana, Mississippi and Georgia! WSLI, Mississippi's Most Powerful Station, gives you not only statewide selling coverage of a wide-awake market—but "extras," too!

American Broadcasting Co.

WEED & COMPANY

NATIONAL REPRESENTATIVES

PICKUP 'VERBOTEN'

Ban on Hill Hearing

(See story on Pepper Bill, opposite page)

PROTEST of the Radio Correspondents Assn. to the House Foreign Affairs Committee's ban on radio, television and newsreel coverage of current hearings on the European Recovery Program was promised "sympathetic attention" last week by Rep. Charles Eaton (R-N.J.), chairman of the committee.

The ban was invoked last Tuesday, according to the committee, because of the lights, wires and general confusion created by those services during the Feb. 20 hearings at which Secretary of State Marshall was a witness. It was said that committee members became entangled in wires and sometimes found it impossible to hear because of the confusion.

Radio correspondents were quick to point out, however, that no station or network covered that particular hearing and that, besides, a broadcasting connection neither produces noise nor requires lights. Further stress was placed on the fact that television can operate with little or no artificial light. Therefore, the association told Mr. Eaton, "the logic of applying the ban to radio is naturally incomprehensible to us."

The committee denied the main purpose was to censor Henry A. Wallace.

The committee's decision was said to have been reached informally and in the absence of Chairman Eaton. On his return to Washington for the hearings, however, he stated that he would back up the action of the committee. A few days later, on Thursday, he was approached by a radio correspondents' committee consisting of Albert Warner of Mutual, John Edwards of ABC and Francis W. Tully Jr. of Yankee Network. His only reply to the protest was that he would convey it to his committee and give it "sympathetic attention."

The committee's action was criticized editorially by the *Washington Post*, which said, "It is scarcely arguable that operation of radio, newsreel and television facilities in a crowded hearing room is, as committee members observed, exceedingly troublesome."

Transmission of Ideas

Conceding that lights and cameras can cause interference, the *Post* declares, "Nevertheless, it is an important part of the function of a congressional hearing to transmit ideas to the public, and the fulfillment of this function is worth some inconvenience."

The paper then suggests that perhaps "a single microphone and a single camera might well serve all the competing newsreel and radio reporters." "The more free the channels of communication between Congress and the people," concludes the *Post*, "the better will be the operation of the democratic process."

Following is the letter of protest sent the committee by the Radio Correspondents Assn.:

Dear Congressman Eaton:

Your committee was one of the first of all congressional committees to permit reporting of public hearings by radio broadcasting. This has now become an established practice at the more important hearings of Congress.

We are, therefore, the more surprised and regretful that your committee chose to prohibit broadcasting, recording for later broadcast, or televising of the public hearing yesterday at which Henry A. Wallace appeared.

The reason assigned for this ban was the discomfort caused by kleig lights and noise at a hearing last Friday. Since no radio station or network was represented at the hearing on that occasion and since a broadcasting connection neither produces noise nor requires lights, the logic of applying the ban to radio is naturally incomprehensible to us. You may be interested to know that television can operate with little or no artificial light.

The questioning of Mr. Wallace by the committee members yesterday and his replies formed not only an intensely interesting story; the exchange was highly informative and instructive and a contribution to political education. It is regrettable that the action of your committee deprived the people of getting the whole story verbatim just as it developed. It seems to us that this was a discrimination against radio reporting.

It is our hope and earnest suggestion that the Committee on Foreign Affairs consider this matter and give us some reassurance that radio will be admitted to important public hearings in the future.

ALBERT L. WARNER,
Acting Chairman,
Executive Committee,
Radio Correspondents' Assn.

CBS WAS THERE—and so were representatives from the other major networks and news services—when Sen. Glen Taylor (l) announced over CBS that he would support the third party of Henry Wallace (r). The broadcast which originated at WTOP Washington, Feb. 22 at 6:15 p.m., was followed by a tape-recorded news conference, at which Senator Taylor said he would be the vice-presidential candidate. Excerpts from the conference were played back locally on WTOP at 11:15 that evening.

VIDEO CLINIC

Film Programs Given Heavy Attention

FILM commercials and video programming were topics of discussion at Yankee Network's Television Clinic held at Boston Feb. 26. Speakers at the fourth session of the clinic, held at the Hotel Somerset, were Chester W. Kulesza, film and television production supervisor for BBDO, and Worthington C. Miner, director of television for CBS. Both speakers were introduced by Linus Travers, executive vice president and general manager of the Yankee Network.

Close to Show Business

Mr. Miner discussed television programs and commercials and compared television to show business. He said that "television, in certain aspects, is closer to show business than it is to radio."

"You cannot create authenticity in the television studio" stated Mr. Miner in discussing actual television programs. He said that if the advertiser wanted to illustrate a super market that the cameras should be set up in such a market.

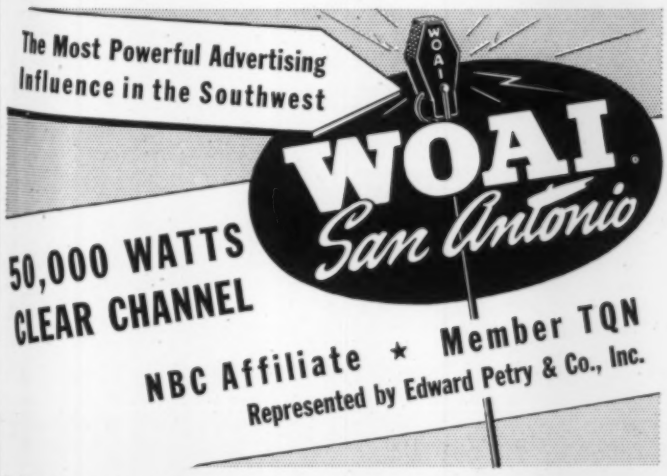
Mr. Miner stated that he does not think that filmed programs will become the backbone of television although there are many who would disagree with his theory.

Mr. Kulesza stated that television is here to stay but, "like any other medium, television still must overcome many obstacles."

Turning to advertising he stated: "The responsibility for the success or failure of video as an advertising medium lies in the hands of the ad agency people and the commercial film producers. The effectiveness of the commercials we produce will have a great bearing on the future of the industry." He said that when the novelty of television wears off the public will cease overlooking poor commercials and poor programs.

On Wednesday night, March 3, the final meeting of the clinic will be held in the Somerset Hotel, Boston, and there will be actual television demonstrations from New York.

IN ATLANTA IT'S WCON
THE ATLANTA CONSTITUTION STATION
ABC
NATIONAL REPRESENTATIVES HEADLEY-REED COMPANY
Drawing by A. B. Frost from "UNCLE REMUS: His Songs and His Sayings" by Joel Chandler Harris, which first appeared in THE ATLANTA CONSTITUTION in 1879. Copyright 1908, 1921, by Esther La Rosa Harris. By permission of D. Appleton-Century Company, publisher.
WCON
5000 WATTS • 550 KC



Who Pays Whom

(*Continued from page 15*)

out delivery of the agreed number of sides, if the union keeps the ban on.

To protect against this and derive the maximum good from its contracts, Capitol is understood to be aiming at another form of testing its rights. By ordering musicians to appear for recording sessions which are not complied with, Capitol may go back to the nonconformists and seek a stipulation. By this means the firm hopes to obtain an extension of the remainder of the contract for periods of enforced idleness occasioned during the current ban.

Capitol is understood to be readying this type of case for court ruling, if necessary. Although no executives of the company would comment, that is believed to be the strategy in the opinion of musicians.

While Capitol has definite interests in the field of transcriptions, it is refraining from active steps on the Petrillo issue in that direction, since Standard is carrying that fight. Consultation between the two on the matter is reported to be taking place.

If all musicians disregard the scheduled recording sessions, two paths appear to be open to Standard. One would be court action seeking an injunction which would restrain the units concerned from live performance for failure to comply with the contract. The second move likely would be an attempt to obtain NLRB determination of the nature of the stoppage —since a strike prevails in effect, despite the absence of a formal declaration of such. The language of the Taft-Hartley Act is explicit in outlawing a work stoppage, whether it is known as a strike or not.

An element of a secondary boycott also developed last week when CBS advised Mr. King that it would not be possible to allow him the use of its studios for recording purposes. However, CBS offered him the use of the Columbia Record studios. The latter are only in New York, with no studio facilities in Hollywood. In the past Standard has used both CBS and NBC studios in Hollywood for transcription sessions.

Mr. King had sought the permission of both networks but only CBS replied. As BROADCASTING went to press no word had yet been received from NBC. However, studios were being offered by the independent recording facilities in Hollywood in case any of the orchestras actually decided to meet their dates.

Failure Explained

Ike Carpenter's failure to comply was explained by his manager, Hal Gordon, in letters to James C. Petrillo, Rex Riccardi, his assistant, Phil Fischer, AFM Local 47 representative and Mr. King of SRTI.

The letter read as follows:

After many prolonged consultations with Mr. Phil Fischer, officer of Local 47 and after personal telephone conversations with Secretary Rex Riccardi in New York on being informed that President James C. Petrillo was not available, and abiding by the rules and regulations set forth for members in the constitution, by-laws and standing resolutions of the American Federation of Musicians, we feel that we cannot report for the recording session at Radio Recorders as planned by Standard Radio on Wednesday, Feb. 25.

Inasmuch as we have acted in good faith and true diligence to discharge our obligations in this matter, our legal advisors claim that we may hold you responsible for damages resulting from any action, civil or union, which would hinder our welfare or right to work.

The union's advice to all four units cornered by Standard, as well as all others, is "sit tight."

Nothing specific has been offered in writing or otherwise.

The care which the union is taking to establish its position is seen in the manner of advising AFM membership of the ban. Letter advising networks of the renegotiation was reprinted in the January issue of the AFM's *The International Musician* (page 4) with the appropriate caption reading, "Members Should Govern Themselves Accordingly," and is being interpreted by Hollywood bandsmen in terms of union regulation which provide $5,000 fine and expulsion for any infraction of union edicts.

The musicians regret the loss of revenue resulting from their inability to record but feel that survival will come only through compliance. While many have toyed with the idea of conforming with their personal contracts, they finally decide they must accept the union ukase, "or else."

* * *

James Hilliard, Chicago office head of Mercury Records, said that the case being readied by Standard Radio against AFM Local 47 "should prove interesting" and that he was "sitting it out" with a watchful eye on the outcome of the test case.

He told BROADCASTING that last year his company had eight records scheduled for waxing by Dick Baker, an AFM member, but that the artist's recurrent illnesses had protracted the recording dates beyond the Jan. 1 deadline. When he consulted Mr. Riccardi on whether Mr. Baker's services for the eight pressings still could be retained, he was turned down, he said.

Mr. Hilliard said he hadn't been concerned since with the failure of the singer-pianist to fulfill the record dates and pointed out that actually no contract has existed between his record firm (or any other) and AFM since Jan. 1. He indicated that no musician, in his opinion, would risk his AFM card to perform so-called bootleg recording. For that reason, he added, the West Coast case "should prove interesting."

Other record firms in Chicago declined comment, since most of them have only sales offices in that city.

Mr. Petrillo, himself, was unavailable. Sources close to the AFM czar, while declining to go into any detail, shrugged off the test case by intimating little hope for Standard in its expressed desire to seek an injunction against musical units in question, failing compliance with its record-pressing demands.

Studio Dedication

FORMAL Dedication of the $2,500,000 Hollywood Mutual-Don Lee studios will take place May 22, presided over by Lewis Allen Weiss, MBS board chairman, as well as vice president and general manager of the Don Lee Broadcasting System. The entire week of May 16-22 will be used to feature the occasion via network programs carried by MBS's 476 stations, according to Mr. Weiss. An MBS board meeting in Hollywood will also take place May 19-20.

Upcoming

March 16-18: CBC Board of Governors 58th meeting at Ottawa.

March 18-20: CBC Board of Governors meeting at Ottawa for public hearings.

March 20-21: Western Radio Conference, Marines Memorial Bldg., San Francisco.

March 22-23: NAB 14th District meeting, Brown-Palace Hotel, Denver.

March 22-24: Chicago Technical Conference and Production Show, Stevens Hotel, Chicago.

Forrestal

(*Continued from page 15*)

been revealed on projects classified as secret and that news media had no single office to which they might go to determine whether or not a certain subject was in the secret category. The Forrestal plan was evolved after the Defense Secretary informally conferred with representatives of communications media to solicit their views.

Discounting reports that the proposal had encountered heavy opposition, Capt. Berry pointed out that news treatment of the subject was "quite favorable." He said Defense Dept. correspondence contained no opposition to the plan from news outlets and contained only scattered and light complaints from the general public. The latter was attributed by Capt. Berry to an erroneous impression created by misguiding titles attached to the proposal.

Paid Personnel

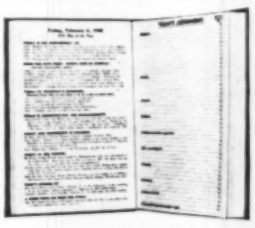
Capt. Berry conceded that members of the advisory board would of necessity, have to be fulltime paid personnel with scientific background and knowledge of working press operations, but added that the exact structure of the body and its specific functions would be left entirely to the discretion of those attending the seminar.

"We, too, want to protect the freedom of the press, and we are trying not to do any thinking for the news media," Capt. Berry explained.

The Secretary's aide revealed that the Defense Dept. would make only one recommendation. "I will recommend," Capt. Berry said, "that the same group meet again in six months and review the service to see if it has been of value to them and to make sure that no censorship has reared its ugly head. If they want it, we will continue it. If they don't, it will be abandoned."

Acknowledging that many security leaks originated within the armed forces officials themselves, Capt. Berry pointed out that to avoid security leaks "we have started cleaning our own house before asking the news media to clean theirs."

Daniell's 1948 News Calendar Brightens Radio Programs



Protection on Routine News

Radio news; program men, find this assignment book news calendar invaluable. Advance; day-to-day records of all important events, birthdays, anniversaries, etc.

(Priced for this limited market)
First Copy, $10.50, Additional $8.50
(Deduct, for elapsed use, 50c per month on orders placed after January.)

NEWSPAPER DESK BOOK
911 14th St., Santa Monica, Calif.

DURR

Predicts Solution of Political Time Question

FCC COMR. Clifford J. Durr voiced belief last week that the confusion stirred up by FCC's interpretation of the law on political broadcasts [BROADCASTING, Feb. 2] would be resolved before national political campaigns get into swing this year.

He conceded that a "situation" had arisen following issuance of the Commission's views on the subject in its WHLS Port Huron proposed decision, but did not indicate what course might be followed to resolve it. Other FCC sources meanwhile indicated they would act "promptly" on petitions filed by NAB and WGOV Valdosta, Ga., asking that the political-time question be treated in a public hearing [BROADCASTING, Feb. 23].

Mr. Durr offered his views in a news conference in Chicago before addressing a National Lawyers Guild banquet there Feb. 21 on "The Voice in Democracy."

Future Plans

Asked whether he intends to remain in government service—his FCC term expires June 30—Mr. Durr replied: "I have no plans on that . . . anyway, that wouldn't influence my decision one way or another."

In contrast to his Chicago speech last November, when he scored the FBI for submitting "unsolicited" reports to the Commission, his remarks were guarded and to a great extent were of a background nature. He told newsmen, however:

● "We can't hold a sword over their heads . . . but the way to get good broadcasting is to get good broadcasters."

● American radio is not losing its freedom but, on the contrary, has made progress in that field in recent years.

● The nation is experiencing a type of "hysteria" comparable to that after World War I with respect to civil rights.

● FCC's responsibility is not to question "political or economic interests" in passing on applicants but merely whether operation of such applicants would be (or has been, in the case of renewals) "in the public interest."

● The Blue Book "had a good effect and will continue to have a good effect," but would gain in effectiveness if the more flagrant violators paid more than lip service to its spirit and content at the risk of having their licenses revoked.

With respect to station responsibility for political broadcasts, Comr. Durr said there already are laws governing the possibilities of obscenities on the air. He pointed to Sec. 315 of the Communications Act dealing with "legally qualified" candidates in reply to a question whether the phrase "in the public interest" might not be construed to apply to broadcasts by candidates of questionable loyalty to the American government.

Addressing the legal guild, Comr. Durr told members that "the issue of our time is the preservation of democracy and the adjustment of its processes to cope with the magnitude and complexity of the problems of a "technological age." He declared:

"To withhold from the people any information or ideas on the supposition that they may have a harmful tendency is as inconsistent with democracy as to deprive them of the vote out of fear that it may be exercised unwisely. . . . To suppress the advocacy or rational consideration of any ideas by a threat of punishment is as much an act of aggression against democratic government as to deny access to the ballot box by force."

The guild meanwhile called for an investigation to determine whether the FBI's activities—presumably including those of the type which Comr. Durr protested last November—invade civil rights of citizens.

recording?

in chicago

TRANSCRIPTION MASTERS • REFERENCE RECORDING

BMB SCOPE

Board Authorizes Service In U. S. Territories

(*Picture, page 17*)

INCREASED importance of Hawaii and Alaska as markets for American products and hence as fields for advertising of those products is reflected in action of BMB board authorizing the bureau to conduct station audience measurements in any U. S. territory [BROADCASTING, Feb. 23]. BMB will offer such service to territorial stations on two conditions: That a majority of the stations in the territory subscribe to BMB and that all out-of-pocket costs are recovered.

BMB board, at its meeting at BMB headquarters in New York on Feb. 20, also authorized the employment of Statistical Tabulating Co. to handle all BMB tabulating under a long-term contract covering the 1948 interim surveys, the 1949 nationwide study and any special studies that the bureau may conduct. Statistical Tabulating Co. has headquarters in Chicago but is opening a New York branch to handle the BMB work.

Looking ahead to the inclusion of data about video station and network audiences next year, the board authorized the formation of a television committee to formulate procedures in connection with the collection of such data. A sales committee was also approved, to investigate the main reasons why stations now subscribing to BMB have not done so and to prepare plans for overcoming their resistance.

These committees are expected to be appointed shortly. The BMB executive committee is also expected to name a director of the subscriber service department, authorized previously, in the near future.

The board approved field research by Market Research Co. and Alfred Politz Research on which to determine radio ownership for a new edition of *Radio Families USA* to be published this spring with data as of Jan. 1, 1948. Information on AM, FM, TV, automobile, portable and multiple radio ownership will be reported on this study. Board reviewed BMB's financial status and the orders for this spring's interim study, to be conducted for 69 stations in 227 places in 30 states.

All present officers were reelected as follows: J. Harold Ryan, Fort Industry Co., chairman of board; Justin Miller, NAB, 1st vice chairman; Paul West, Assn. of National Advertisers, 2nd vice chairman; Frederic R. Gamble, American Assn. of Advertising Agencies, 3rd vice chairman; Roger Clipp, WFIL Philadelphia, secretary-treasurer; Hugh Feltis, BMB, president.

Those who attended the meeting were:

For AAAA—Mr. Gamble; Melvin Brorby, Needham, Louis & Brorby; Leonard T. Bush, Compton Advertising; Carlos A. Franco, Young & Rubicam; Linnea Nelson, J. Walter Thompson; D. E. Robinson, La Roche & Ellis.

For ANA—Mr. West; Joseph M. Allen, Bristol-Myers Co.; A. H. Caperton, Dr. Pepper Co.; Lowry Crites, General Mills.

For NAB—Mr. Ryan; Mr. Miller; Mr. Clipp; Hugh M. Beville Jr., NBC; E. P. H. James, MBS; Robert T. Mason, WMRN Marion, Ohio; Hugh Terry, KLZ Denver.

For BMB—Mr. Feltis, John Churchill, Philip Frank.

Guests at the meeting were: Kenneth Baker, NAB; Thomas Brown and John F. Kurie, ANA; Herald Beckjordan, AAAA, and Laurence Casey, BMB counsel.

Cincinnati Is Given Third TV Outlet

Scripps - Howard Gets Grant; Also Has CP in Cleveland

THE SECOND commercial television station for Cincinnati was announced by FCC last week with grant of a video construction permit to Scripps-Howard Radio Inc., licensee of AM station WCPO that city and permittee of Cleveland television station WEWS. The Cincinnati application was filed Dec. 30.

Facilities assigned at Cincinnati are Channel 7 (174-180 mc) with power of 20.8 kw visual and 10.4 kw aural. Antenna height above average terrain is 545 ft. Channel 4 (66-72 mc) previously was assigned in Cincinnati to Crosley Broadcasting Corp., WLW licensee, for WLWT. Channel 11 (198-204 mc) is held by Cincinnati Times-Star Co., licensee of WKRC that city. Remaining Channel 2 (54-60 mc) is sought by Allen B. DuMont Labs. Inc.

Total estimated cost for the new station is $299,000. First year operating cost is set at $400,000 with revenue $200,000, according to the application.

Scripps-Howard Radio also is licensee of WNOX Knoxville, Tenn. Both WNOX and WCPO have permits for FM outlets. Memphis Pub. Co., a Scripps-Howard newspaper interest, is licensee of WMC Memphis, Tenn., which holds permit for television in that city.

KTUL

TULSA

John Esau

Vice President & General Manager

Avery-Knodel, Inc.

RADIO STATION REPRESENTATIVES

TV APPLICATIONS

New Outlets Sought By 17 More

SIXTEEN applications for new commercial television stations, and an application for a noncommercial video outlet, were filed last week with FCC. Initial investments represented nearly $4,000,000. Of the group 13 applicants are identified with existing stations.

VIDEO PARADE
On air: 18
Licensed: 7
CP's: 82
Pending: 142

Three of the requests were filed by a single firm, Video Broadcasting Co., Los Angeles partnership, seeking TV stations in Portland, Ore., San Jose and San Diego, Calif. [BROADCASTING, Feb. 23]. Trio would cost about $790,000 to initiate. Firm is expected to file for two other locations to complete ultimate West Coast network.

Last week's new applications, and facilities requested, include:

Charlotte, N. C.—Inter-City Advertising Co., Channel 11 (198-204 mc), 2.8 kw visual, 1.4 kw aural. Applicant is licensee WAYS and WAYS-FM Charlotte and WKIX Columbia, S. C., and permittee of WCOG Greensboro, N. C. Initial cost $117,500, monthly operating cost $3,000 and revenue unknown. Programming: 70% commercial.

Des Moines, Iowa—Central Broadcasting Co., Channel 9 (186-192 mc), 31.2 kw visual and aural. Applicant is licensee WHO and permittee WHO-FM that city. Initial cost $342,500, first year operating cost $200,000, revenue $72,000.

Flint, Mich.—Advertisers Press Inc., Channel 11 (198-204 mc), 2.93 kw visual, 1.465 kw aural. Applicant publishes biweekly News-Advertiser and is permittee of WAJL (FM) that city. Initial cost $104,125, monthly operating cost $4,000, and revenue unknown. Station would not have studio programs at first because of high cost. Instead field pickup and film planned.

Houston, Tex.—Harris County Broadcasting Co., Channel 5 (76-82 mc), 13.2 kw visual, 9.56 kw aural. Applicant is licensee KXYZ and permittee KXYZ-FM that city, has pending application to sell outlets for about $875,000 to Shamrock Broadcasting Co., also TV applicant there [BROADCASTING, Feb. 23]. If transfer is granted and one of video requests approved the remaining application would be dropped. Initial cost $255,770, first year operating cost $120,000 and revenue $140,000.

Iowa City—State U. of Iowa (noncommercial), Channel 11 (198-204 mc), 32.26 kw visual, 16.13 kw aural. University operates WSUI (AM) and KSUI (FM) that city, both noncommercial. Initial cost $228,487 and first year operating cost $50,000.

Madison, Wis.—Badger Broadcasting Co., Channel 9 (186-192 mc), 2.91 kw visual, 1.45 kw aural. Applicant is licensee WIBA that city. Initial cost $197,275, monthly operating cost $5,000-$8,000, and revenue unknown. Programming: 75% commercial; 112 hours per month, 56 hours field (including network when available), 48 studio and 8 film.

Omaha, Neb.—May Broadcasting Co., Channel 3 (60-66 mc), 17.83 kw visual, 8.915 kw aural. Applicant is licensee of KMA Shenandoah, Iowa. Initial cost $189,088, first year operating cost $100,-000, and revenue $40,000. Programming: 70% commercial.

Pittsburgh—Pittsburgh Radio Supply House, Channel 10 (192-198 mc), 26.6 kw visual, 13.3 kw aural. Applicant is licensee WJAS that city and WHJB Greensburg, Pa., and permittee of WJAS-FM. Initial cost $263,533, monthly operating cost $10,000 and revenue unknown. Programming: 120 hours per month, 48 hours field, 24 studio and 48 film.

Portland, Ore.—Video Broadcasting Co., Channel 3 (60-66 mc), 17.955 kw visual, 9.45 kw aural. Applicant is copartnership [See story page 90, BROADCASTING, Feb. 23]. Initial cost $278,409, monthly operating cost $13,433 and revenue unknown. Programming: 70% commercial; 123¼ hours per month, 55¼ hours field, 36½ studio and 31½ film.

Rochester, N. Y.—WARC Inc., Channel 11 (198-204 mc), 32.8 kw visual, 16.4 kw aural. Applicant is licensee WARC that city. Initial cost $180,000, first year operating cost $90,000 and revenue $45,-000. ABC network service contemplated.

San Diego, Calif.—Video Broadcasting Co., Channel 3 (60-66 mc), 17.955 kw visual, 9.45 kw aural. Other details same as for Portland, Ore.

San Jose, Calif.—Video Broadcasting Co., Channel 13 (210-216 mc), 35.34 kw visual, 18.6 kw aural. Other details same as for Portland, Ore.

Springfield, Mass.—The Yankee Network Inc., Channel 3 (60-66 mc), 18.9 kw visual, 10.1 kw aural. Applicant is owner of following: (AM) WNAC Boston, WAAB Worcester, Mass., WEAN Providence, R. I., WICC Bridgeport, Conn., WONS Hartford, Conn., WMTW Portland, Me.; (FM) WGTR Boston and WMNE Portland, Me. Permit is held for WNAC-TV. Initial cost $319,100, monthly operating cost $2,000 exclusive of program expenses and revenue unknown.

St. Paul, Minn.—WMIN Broadcasting Co., Channel 2 (54-60 mc), 13.7 kw visual, 6.85 kw aural. Applicant is licensee WMIN and permittee WMIN-FM that city. Initial cost $165,000, first year operating cost $104,000 and revenue $52,000.

St. Petersburg, Fla.—Sunshine Television Corp., Channel 7 (174-180 mc), 26.24 kw visual, 13.12 kw aural. Initial cost $360,000, first year operating cost $100,000 and revenue $150,000. Applicant is new corporation composed of following: Robert B. Guthrie, minor stockholder and director of Allied Stores Corp., New York, president and majority owner of Sunshine Motors Inc., St. Petersburg, and Guthrie Investment Co., Paducah, Ky., president and 58% owner; his wife, Betty M. Guthrie, vice president 2%; B. Earl Puckett, president and stockholder of Allied Stores Corp., 40%, and Sam H. Mann, former majority owner of WTSP St. Petersburg, secretary.

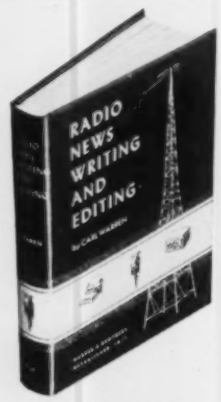
Waco, Tex.—C. C. Woodson doing business as The Waco Television Co., Channel 6 (82-88 mc), 2.3 kw visual, 1.15 kw aural. Initial cost $106,000, monthly operating cost $7,500 and revenue $12,000. Programming: 35 hours per week, 10:30 a.m. to 12 noon and 6-10 p.m. daily. Applicant is 25% owner Frontier Broadcasting Co., licensee KNOW Austin and WACO Waco. He also is 25% owner KBWD Brownwood, Tex., and one-third owner El Reno Broadcasting Co., AM permittee at Reno, Nev.

Worcester, Mass.—WTAG Inc., Channel 5 (76-82 mc), 16.886 kw visual, 8.443 kw aural. Applicant is licensee WTAG and permittee WTAG-FM that city. Initial cost $308,566, first year operating costs at least $100,000 and revenue unknown. Programming: 60% commercial; 120 hours per month, 45 hours field, 30 studio and 45 film.

Channel assignments and availabilities for the cities named this week are:

Charlotte, N. C.—three channels allocated, one assigned, two applications pending; **Des Moines**—four allocated, none assigned, three pending; **Flint, Mich.**—one allocated, none assigned, one pending; **Houston, Tex.**—four allocated, one assigned, six pending; **Iowa City**, none allocated or assigned, one pending; **Madison, Wis.**—one allocated, none assigned, one pending; **Omaha (and Council Bluffs)**—three allocated, one assigned, one pending; **Pittsburgh**—four allocated, one assigned, six pending; **Portland, Ore.**—five allocated, none assigned, one pending; **Rochester, N. Y.**—three allocated, one assigned, two pending.

San Diego, Calif.—four allocated, one assigned, six pending; **San Jose, Calif.**—one allocated, none assigned, one pending; **Springfield, Mass.**—one allocated, none assigned, two pending; **St. Paul (and Minneapolis)**—five allocated, two assigned, two pending; **St. Petersburg, Fla. (and Tampa)**—four allocated, none assigned, one pending; **Waco, Tex.**—four allocated, none assigned, one pending; **Worcester, Mass.**—one allocated, none assigned, two pending.



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By CARL WARREN
Radio News Editor
New York Daily News

JUST PUBLISHED—a complete, concise, authoritative handbook of radio newscasting, by a veteran radio editor-reporter, for years in charge of hourly newscasts for New York's WNEW. The complete know-how of handling news on the air—indispensable for the beginner, invaluable for the veteran.

489 pages $4.00

HARPER & BROTHERS
49 E. 33d St., New York 16

Open Mike

(*Continued from page 32*)

if your name is "Westinghouse," than if you're just a hick from the sticks!

Gene O'Fallon
Manager
KFEL Denver

FM GRANTS

Thirteen New CP's Issued by FCC

CONSTRUCTION permits for three Class A and ten Class B FM stations were authorized last week by FCC. In addition the Commission granted CPs in lieu of previous conditions to three Class A and five Class B stations.

Radio Columbus Inc., permittee WDUK-FM Columbus, Ga., was granted a 90-day extension of time to complete construction of the station on condition that interim operation of the station would be commenced within that time. Similar action was taken in regards to Charry & Webb Broadcasting Co., permittee of WPRO-FM Providence, R. I., with extension to May 12, and Bay State Broadcasting Co., permittee of WBSM New Bedford, Mass., with extension to May 27.

New permits were issued to the following:

WSWN-FM Seminole Bcstg Co., Belle Glade, Fla.—Class A, 92.1 mc (Channel 221), effective radiated power 1 kw, 240 ft. antenna above average terrain.

WIKY-FM South Central Bcstg. Corp., Evansville, Ind.—Class B, 104.1 mc (No. 281), 19 kw, 450 ft.

KFMX Nonpareil Bcstg. Co., Council Bluffs, Iowa—Class B, 96.1 mc (No. 241), 370 kw, 1050 ft.

KVOL-FM Evangeline Bcstg. Co. Inc., Lafayette, La.—Class B, 96.1 mc (No. 241), 14 kw, 220 ft.

WBCC-FM Broadcast Management Inc., Bethesda, Md.—Class A, 103.1 mc (No. 276), 490 w, 350 ft.

WGCM-FM WGCM Bcstg. Co., Gulfport, Miss.—Class B, 101.5 mc (No. 268), 3 kw, 300 ft.

WANQ American Quartz Labs. Inc., Camden, N. J.—Class A, 100.9 mc (No. 265), 1 kw, 130 ft.

WHNC-FM Henderson Radio Corp., Henderson, N. C.—Class B, 107.3 mc (No. 297), 8.6 kw, 510 ft.

WOHS-FM Western Carolina Radio Corp., Shelby, N. C.—Class B, 96.1 mc (No. 241), 2.2 kw, 460 ft.

KFDM-FM Beaumont Bcstg. Corp., Beaumont, Tex.—Class B, 93.3 mc (No. 227), 37 kw, 310 ft.

WWNR-FM Rahall Bcstg. Co. Inc., Beckley, W. Va.—Class B, 98.1 mc (No. 251), 20 kw, 500 ft.

WMIL Myles H. Johns, Milwaukee, Wis.—Class B, 95.7 mc (No. 239), 29 kw, 480 ft.

WMJT The Journal Co. (The Milwaukee Journal), Green Bay, Wis.—Class B, 92.3 mc (No. 222), 14 kw, 440 ft.

Following were authorized CPs in lieu of previous conditions:

WRGK WRGK Inc., LaGrange, Ill.—Class A, 103.1 mc (No. 276), 450 w, 150 ft.

WGUY-FM Guy Gannett Bcstg. Services, Bangor, Me.—Class B, 93.1 mc (No. 226), 11 kw, 580 ft.

WSNJ-FM Eastern States Bcstg. Corp., Bridgeton, N. J.—Class B, 98.9 mc (No. 255), 7.9 kw, 480 ft.

WKRV Record Pub. Co., Ravenna, Ohio—Class A, 92.1 mc (No. 221), 1 kw, 92 ft.

KCRC-FM Enid Radiophone Co., Enid, Okla.—Class B, 102.7 mc (No. 274), 5.2 kw, 230 ft.

WARD-FM Central Bcstg. Co. Inc., Johnstown, Pa.—Class B, 105.3 mc (No. 287), 11 kw, 580 ft.

WGBI-FM Scranton Bcstrs. Inc., Scranton, Pa.—Class B, 101.3 mc (No. 267), 18 kw, 1200 ft.

KWKC Citizen's Bcstg. Co. Inc., Abilene, Tex.—Class A, 98.3 mc (No. 252), 470 w, 245 ft.

Petition of Greenwich Broadcasting Corp., FM applicant at Greenwich, Conn., last week was granted in part for order to show cause why conditional grant previously made to Coastal Broadcasting Co. Inc. for a new Class A station at Bay Shore, N. Y., should not be modified to specify Channel 296 (107.1 mc) instead of Channel 240 (95.9 mc). Order becomes effective in 15 days unless Coastal requests opportunity to show cause why requested change should not be made.

Mayflower Hearing Witnesses

(*See story, page 14*)

LATEST SCHEDULE of witnesses for the opening week of FCC's "Mayflower Hearing" on editorializing by radio stations, which starts today, is printed below as made available by FCC Friday.

Officials emphasized that the list is purely tentative and doubtless will be modified frequently as the hearing progresses. Some of the witnesses on the list may not appear. On the other hand, it was pointed out, the uncertainty of the time to be taken by the various spokesmen makes it likely that some of those listed may not be reached this week.

FCC announced meanwhile that "unrestricted cross examination" can not be permitted. Forms will be provided for those who wish to query the speakers. When only a few questions are involved, they will be relayed in writing to Com-

mission counsel. Requests for more extensive cross-examination will be passed upon in each case by the Commission.

Hearings will be held today (Monday) through Friday and then recessed. Date for resumption, probably in early April, is to be set before the end of this week's sessions. Witnesses for NAB, which led the fight to reopen the Mayflower edict barring editorializing by stations; FM Assn., and WGN Chicago will be scheduled during the second session.

This week's tentative schedule:

Mark Woods, president of ABC.
Frank Stanton, president of CBS.
Nathan Straus, president of WMCA New York.
Morgan Sexton, KROS Clinton, Iowa.
Robert Mason, WMRN Marion, Ohio.
Maurice Lynch, WCFL Chicago.
Robert E. Cushman, professor of government, Cornell U. (WHCU Ithaca).
UAW-CIO.
Stanley Faulkner, Voice of Freedom Committee.
J. A. Beirne, Communications Workers of America.
John D. Sullivan, Advertising Federation of America.
Saul Carson, radio editor, "New Republic."
James Lawrence Fly, American Civil Liberties Union.
Charles A. Siepmann, head of department of communications, New York U.
Morris Novik, radio consultant.
W. Theodore Pierson, attorney, representing several stations.
American Jewish Congress.
American Veterans of World War II (AMVETS).
Henry Fleisher, CIO.
Morris Ernst, attorney.
Farmers Union of America.
Boris Shishkin, economist, AF of L.
American Veterans Committee.
Rep. Emanuel Celler (D-N.Y.).
I. Keith Tyler, Institute for Education by Radio.
Girard Chester, professor of speech, Cornell U.
Cooperative League, U.S.A.
George Heller, American Federation of Radio Artists (AFRA).
Iowa Assn. of Radio News Editors.
Carl M. McIntyre, American Council of Christian Churches.
Martin Hays, Revere Racing Assn.
Committee for Constitutional Government.
Progressive Citizens of America.
Erick Barnouw, Radio Writers Guild.
Joint Religious Radio Committee.
American Jewish Committee.
Ben R. Dyke, administrative vice president, NBC.
Earl McGill, Radio Directors Guild.
John Hogan, National Assn. of Radio News Directors.
National Assn. of Educational Broadcasters.
Assn. of Broadcast Unions & Guilds (ABUG).
Radio & Television Broadcast Engineers Union.
American Federation of Musicians.
American Assn. of Theatrical & Radio Press Agents.
National Lawyers Guild.
Women's Group, Assn. of Soviet-American Friendship.
United Furniture Workers.

Witnesses for whom NAB submitted notices of appearances were: Justin Miller, president; A. D. Willard Jr., executive vice president; Don E. Petty, general counsel; Harold Fair, program department director; Arthur C. Stringer, FM department director; Robert K. Richards public relations director; George McMillan, Advertising Federation of America; T. A. M. Craven, WOL Washington; Robert E. Cushman, WHCU Ithaca; Ralph Hardy, KSL Salt Lake City; Buryl Lottridge, WOC Davenport, Iowa; Mark Woods, ABC; Robert Mason, WMRN Marion; Paul Miller, Gannett Newspapers—Ben R. Dyke, NBC; William Quarton, WMT Cedar Rapids; Frank Stanton, CBS; William J. Scripps, WWJ Detroit; Dr. Frederick Siebert, U. of Illinois; E. R. Vadeboncoeur, WSYR Syracuse; Frank Waldrop, Washington Times-Herald columnist; Morgan Sexton, KROS Clinton; Ronnie Loudermilk, U. S. Office of Education.

FILMING of a short movie feature based on CBS co-op show, "It Pays to Be Ignorant," began on Feb. 25 at RKO Pathe Studios in New York. Short is to be first of monthly series planned by Polsgie, Howard Productions Inc. Cast is same as that of the air show.

Clears Blasted

(*Continued from page 13*)

end thereof a colon, and the following:

"'Provided that no broadcast station operating in the amplitude modulation broadcast band on frequencies ranging from 550 kc to 1600 kc shall be granted a license to operate with power in excess of 50,000 w, and in the granting of instruments of authorization for such stations no station's skywave signal shall be protected for a signal intensity of less than 500 microvolts per meter 50 percentum of the time based on measurements made during the second hour after sunset for all seasons of the year.'"

Authorities said this would mean in effect that 1-A stations could be duplicated but they would be protected—in the case of those operating without directional antennas—within a radius of about 715 miles.

Passage of the measure would guarantee victory for the Regional Broadcasters Committee in its fight to break down the clears and limit power to 50 kw, and would remove all hope of the Clear Channel Broadcasting Service for effectuation of its plan to secure 750 kw for at least 20 clear-channel stations.

Loophole on 540 kc

The only conceivable loophole would be the 540-kc channel, soon to be added to the AM band. Since the bill specifies 550 to 1600 kc, technically the new channel might be put into use with higher power. But observers did not feel FCC would be inclined to flaunt Congress by taking this course even if the bill went through without change.

Sen. Johnson told the Senate that the signals of the present 24 1-A stations "are useless beyond the 750-mile radius," though "another station 2,000 or 3,000 miles away is not permited to use the same frequency."

"It is clear," he said, "that the present situation is wasteful of frequencies, uneconomic, and instead of resulting in a better public service to the nation's radio listeners, actually has deprived large numbers of people in the rural and non-metropolitan areas of an improved radio service. There can be no valid justification for maintaining the exclusivity of 24 frequencies to service an imaginary area which cannot actually be served."

Claims Improvement

Sen. Johnson declared that "the proposal to maintain present power limitations and to duplicate clear channels where it is technologically feasible" would improve coverage in inadequately served areas and "would give the kind and type of local coverage desired by the listener."

He maintained that "radio should be returned to local control and sponsorship" insofar as possible, declaring that the local owner "will tend to do a better job . . . than the absentee owner operating from thousands of miles away," and that "first-hand knowledge of local or state problems will result in a vastly improved radio service to that locality and state."

The legislator insisted that the question of power in the 500-750 kw range "is more than an engineering problem." He said:

To give this great power of mass communications to a few persons is to give those same persons the power to influence greatly if not to formulate public sentiment. Twenty-four stations broadcasting with 500 or 750 kw on clear channels would economically destroy 1,500 to 1,600 local and regional broadcasters because top programs will go only to these great and powerful stations. There would be no necessity to furnish top programs to local or regional stations which are available to the same listeners from a super-power station. It would be needless duplication of programs.

Sen. Johnson told his colleagues that 50 kw "gives a station coverage over its maximum useful service area." He contended that "obviously a station located in metropolitan New York and designed to service the people in that locality cannot at one and the same time serve its own local area and also broadcast weather reports, crop reports or other data which are of pressing importance to a South Carolina cotton grower, an Arizona citrus grower, or a Colorado beet farmer."

The present allocations, he said, "would have no serious consequences" if there were "a limitless number of frequencies so that each community would have its own exclusive frequency." But the present allocation is "arbitrary and discriminatory," he declared, asserting:

In this country there are some 1,900 stations which must divide up 96 frequencies between them. . . . For example, 851 local stations must share six frequencies among themselves, i.e., 142 stations all use the same frequency; 689 regional stations must share 76 frequencies among themselves, i.e., about nine stations all use the same frequency. And now note the situation in the clear-channel group: 24 stations each have their own exclusive frequency for nighttime use, though there is duplication in daylight broadcasting in a few instances.

. . . It must be clear that the greater the number of communities any individual station seeks to serve, the poorer the service must become to all of the communities. Not only do the outlying communities receive less adequate service, but inevitably the community in which the station is actually located receives impaired service because of the station's desire to give service to a community far out on the periphery of its useful coverage area. . . .

Time Measure

(*Continued from page 13*)

curs twice annually when some 34 states recognize daylight saving time and the remaining 14 stay on standard time, is recognized as one of radio's most expensive and troublesome occupational ills.

Networks are preparing plans for delayed broadcasting of their programs to non-daylight areas for this year to meet the time shift in the best way possible.

NAB President Justin Miller a fortnight ago in a letter to Sen. Charles W. Tobey (R-N.H.), acting chairman of the Senate Interstate and Foreign Commerce Committee, said broadcasters are "almost unanimously" in favor of legislation to prevent semi-annual changes by requiring observance of uniform time. The question of whether they want uniform standard or uniform daylight time finds the broadcasters almost equally divided, President Miller wrote.

He explained that the division "corresponds, pretty closely, with the location of their stations in rural or urban areas . . .

"Because the sources of almost all network programs—now carried on approximately one-half, i.e., 1,000 U. S. radio stations—are in cities and states which annually change to daylight saving time in the spring and return to standard time in the fall, these nationwide network programs are, of necessity, originated on daylight time."

AFM Retreat

(*Continued from page 15*)

voting power of the locals in electing the federation's president. Moreover, practically all of the money went to people who were already fully employed."

With the release of Mr. Petrillo's statement, it became known that the union chief had been negotiating for the services of a paid publicity agent, Hal Leyshon & Assoc., New York. Although it was understood that no firm agreement had been reached, it was considered possible that one might be in the near future.

Meanwhile, negotiations between the AFM and the four major networks, scheduled to be resumed today (March 1), were postponed until March 8, at the request of the broadcasters. The absence of Frank E. Mullen, NBC executive vice president, from New York was reported to have been a factor in determining the network's decision to request postment. Mr. Mullen was on the West Coast.

Network sources said they anticipated that issues which would be discussed during early sessions of the resumed negotiations, which have been in abeyance since the end of January, would include live music for television and FM.

They did not expect to reach discussion of wage scales and working conditions for network music broadcasts over AM for some time. Network sources felt it was premature at this time to predict exactly what course the negotiations would take.

At Deadline ...

TWO REVOCATIONS; TWO AM STATIONS GRANTED

TWO REVOCATIONS, two new standard station grants and improved assignments for two other AM outlets reported by FCC Friday. The actions:

Following voluntary withdrawal of WWPN (Pinnacle Broadcasting Co.) Middlesboro, Ky., FCC removed WWPN from hearing and made final revocation of construction permit (250 w fulltime, 1490 kc) on grounds of misrepresentation before Commission. Granted revoked WWPN facilities to Cumberland Gap Broadcasting Co., Middlesboro, which lost to Pinnacle in original comparative hearing. Designated for hearing application of Tri-State Broadcasting Co. for same facilities with Cumberland Gap made party to proceeding. Tri-State filed Jan 12, was not party to original hearing.

Adopted order revoking CPs held by Albert B. Pyatt for KGAR and KGAR-FM Garden City, Kan., on grounds of financial misrepresentation. Revocation effective March 26 unless request for hearing is made by March 22. Mr. Pyatt, former general manager of KIUL that city, in application stated he would build stations with $36,500 loan from Fidelity State Bank whereas money was loan from Bryant Garnand, personal friend, according to FCC.

Granted CP for new daytime station on 1470 kc with 250 w to Hays County Broadcasting Co., San Marcos, Tex. Grantee partnership composed of Charles L. Cain, 75%, and Merl Saxon, 25%, both radio engineers. Pair have application pending at Galveston. Mr. Saxon, FCC engineer from 1940 to 1946, now partner Barclay & Saxon, consulting engineers. He also holds 25% in KBUD Athens, Tex.

KFDA Amarillo, Tex., was granted CP change from 250 w on 1230 kc to 5 kw day, 1 kw night on 1440 kc, directional night, utilizing facilities relinquished by KGNC Amarillo, Tex., now 10 kw on 710 kc.

WDGY Minneapolis, was granted power boost on 1130 kc from 5 kw day, 500 w night to 50 kw day, 25 kw night, unlimited time, employing nine element directional array for day and night use.

Commission also denied petition of WWXL Peoria, Ill., seeking that its application for modification of CP to acquire facilities of WIRL that city and application of WIRL to assign its permit from partnership to new corporation of same name be set for hearing. FCC ordered hearing on WWXL request for WIRL facilities (1290 kc, 5 kw) and granted WIRL application for assignment of permit for WIRL and WIRL-FM to Valley Broadcasting Co., new corporation including four of five original partners. WWXL claims WIRL delinquent in construction.

HOUSE COMMITTEE CUTS 'VOICE' APPROPRIATION

VOICE OF AMERICA appeared headed for further slash Friday when House Appropriations Committee approved subcommittee action reducing OIE funds from $34,378,000 asked by State Dept. for '49 fiscal year to $28,000,000. President originally asked $38,000,000 in budget message [BROADCASTING, Jan. 19].

Testimony of William T. Stone, OIE director, during committee's closed hearings held in January and made public Friday, revealed State Dept. estimate of between 150,000,000 and 175,000,000 total listening population in Europe. Of these, over 100,000,000 estimated to have shortwave facilities and believed listening to shortwave broadcasts.

FMA-AT&T CONFERENCE

SPOKESMEN for FM Assn. reported no substantial progress made in Friday conference with AT&T representatives in effort to smooth out differences over telephone company's tariffs for FM relaying. AT&T representatives said no decision yet on rates for television's use of New York-to-Washington coaxial cable link, which FMA officials wanted to use as yardstick to judge fairness of rates for FM. Discussions also centered on duplexing of facsimile and sound, which is prohibited under present tariffs. FMA representatives at conference, which was requested by FCC: Everett L. Dillard, president, and Leonard H. Marks, counsel.

CLEVELAND TV STATIONS JOINTLY PROTEST FCC CHANGE

FIVE Cleveland television applicants banded together Friday in joint petition condemning FCC's proposed changes in video allocations along Canadian border as "licensing" procedure which illegally fails to give applicants opportunity to be heard.

Petitioners—WGAR, WJW, and WHK Cleveland, DuMont Labs., and Cleveland Broadcasting Inc. — noted that proposed changes [BROADCASTING, Jan. 26] would cut Cleveland's channels from five to four with result, since three have been assigned, that actual availabilities would be reduced from two to one. Proposal also would substitute one new channel at Cleveland (in exchange for one Cleveland would lose) and would assign it to one of existing grantees.

"This is clearly 'licensing,'" petition asserted, though FCC "has illegally labelled the instant proceeding as 'rule-making.'"

Similar opposition to proposed transfer of one frequency from Buffalo was filed in separate petition by *Buffalo Courier-Express* (WEBR), video applicant there.

THREE TV APPLICATIONS

THREE commercial television applications filed Friday:

Baltimore—Maryland Broadcasting Co. (WITH), Channel 6 (82-88 mc), 500 w visual, 250 w aural. Initial cost $168,500. Programming: 27½ hours weekly. Charlotte, N. C.—Surety Broadcasting Co. (WIST-FM), Channel 9 (186-192 mc), 27.8 kw visual, 13.9 kw aural. Initial cost $155,000. Greensboro, N.C.—Greensboro News Co. (WFMY-FM), Channel 2 (54-60 mc), 1.67 kw visual-aural. Initial cost $112,835, operating cost $6,000-$8,000 monthly.

Closed Circuit

(*Continued from page 4*)

son (D-Colo.) actually would provide no protection for large number of 1-A stations in northern U. S. Due to latitude effects, they say, these stations don't get signal strength comparable to minimum which, under bill (see story page 13), would be protected.

STAFF raids on wholesale basis feared by some pioneer television stations, who find key personnel getting bids from new operations.

STRATOVISION-type development revealed by Indianapolis Speedway officials is WGN-TV plan to telecast races from blimps Decoration Day as part of *Tribune* station's parade of sports spectacles. Program would be microwaved to Chicago and possibly co-axed to St. Louis. Comment from Mutual sources is that TV network will develop "sooner than you think."

WHILE SUCCESSOR TO Harry S. Dawson as manager of Canadian Assn. of Broadcasters has not been named, observers feel Jim Allard, public relations director of CAB and manager of its Ottawa Bureau, may be proposed at CAB Quebec convention, March 8-11.

WOV TEMPORARY GRANT

FCC Friday granted WOV New York temporary license to June 1 but provided for additional extension if it's shown (1) that "steps are being taken with diligence" to comply with duopoly rule by separating it from ownership of other Arde Bulova station, WNEW New York; (2) that separation can't be achieved by that date; (3) that further time is needed to dispose of one of stations.

Text of Tobey's Clear-Channel Letter

TEXT of unprecedented letter instructing FCC to delay its clear-channel decision (story page 13), sent by Acting Chairman Charles W. Tobey (R-N.H.) of Senate Interstate & Foreign Commerce Committee to FCC Chairman Wayne Coy is printed below.

Letter was transmitted late Friday, on authorization voted unanimously at commerce committee meeting attended by eight members: Sens. Tobey; Johnson (D-Colo.), sponsor of bill to break down clear channels and keep power ceiling at 50 kw; Reed (R-Kans.), Brewster (R-Me.), Hawkes (R-N.J.), McFarland (D-Ariz.), Myers (D-Pa.), and McMahon (D-Conn.).

Letter formally advises FCC of Sen. Johnson's measure (S-2231) and repeatedly insists that commerce group wants no decision on "clear channels and super-power" until after Congressional hearings on Colorado legislator's bill. Whether FCC can comply and still meet May 1 deadline for NARBA proposals—which are dependent on clear-channel outcome—may depend on speed of Congressional action.

Text of Sen. Tobey's letter:

My dear Chairman Coy:

I understand that your Commission has been giving long and serious consideration to the question of clear channels and super power; that your public hearings have been completed; and that the Commission will shortly take up the matter for decision. We of the Committee, primarily concerned with the people's interest, are anxious that no decision be reached in the premises which is contrary to the public interest, convenience and necessity.

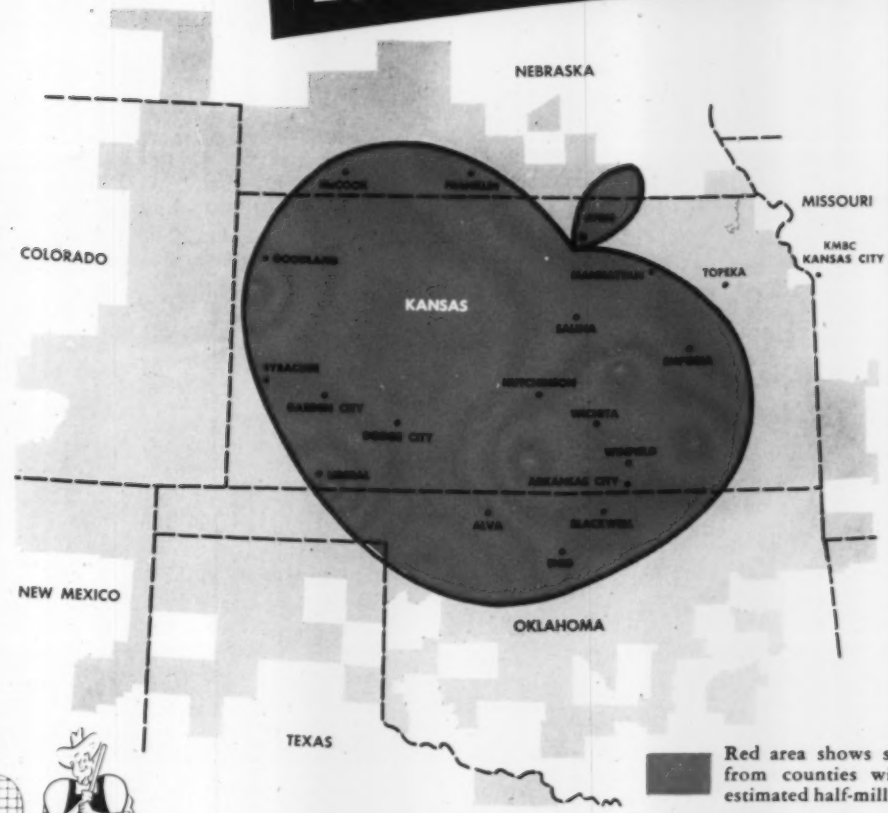
For your information, there has been introduced in the Senate, as of yesterday, S-2231, introduced by Senator Johnson, a bill to limit the power of radio broadcast stations and to provide for the breakdown of clear channel frequencies. A copy of the bill is enclosed herewith. The bill speaks for itself. You will understand it fully upon reading.

Because of the importance of this legislation and of the interest of our committee as expressed in executive session today, I have been instructed by the Committee unanimously, by formal vote, to write you, advising you of the legislation and request your Commission to reach no conclusions and take no action on the pending matter of super power and clear channels until such time as the Senate Committee on Interstate & Foreign Commerce has assigned hearings on S-2231 and have you and other interested parties come before this Committee in the premises.

I write this letter upon the instruction of the Interstate & Foreign Commerce Committee made in executive session this afternoon. Will you kindly acknowledge receipt of this letter and confirm that your Commission will take no action on the question of super power and clear channels until the enclosed bill, S-2231, has been assigned for hearing and testimony is heard from interested parties.

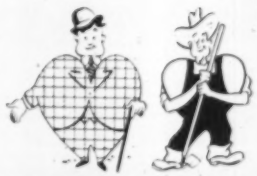
HERE'S REAL COVERAGE!

231 COUNTIES IN 9 STATES



Red area shows solid response from counties within KFRM's estimated half-millivolt contours.

Dark area shows response from listeners outside KFRM's estimated half-millivolt contours.



KMBC
of Kansas City
KFRM
for Kansas Farm Coverage

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When you buy KFRM, KMBC's 5,000-watt daytime associate for rural Kansas at 550 Kc, you're buying listeners in at least 231 counties and 9 states, in the country's richest rural market. KFRM heard from those counties and states the first two weeks it was on the air. Naturally, the bulk of listeners live in the 117 counties of Kansas, Oklahoma, Nebraska and Texas within KFRM's estimated .5 millivolt contours. Yes, the folks like KFRM's programming by KMBC from Kansas City. And, in addition, the KMBC-KFRM Team is the only Kansas City broadcaster who completely covers the Kansas City market.